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23AFU415

PSG COLLEGE OF ARTS & SCIENCE (AUTONOMOUS)

BCom DEGREE EXAMINATION MAY 2024

(Fourth Semester)

Branch - COMMERCE (ACCOUNTING & FINANCE)

		BUSINESS RE	SEARCH AND ANALYTICS	-	
Time: Three Hours			Maximum	Maximum: 50 Marks	
		Ans	TION-A (5 Marks) wer ALL questions stions carry EQUAL marks	$(5 \times 1 = 5)$	
1	i)	referred to as a" Father of N.L.Gage i) Egon Brunswik	research on teaching". ii) David c.Berliner iv) Donald Teampbell		
2	i)	is the first step of Re) Formulation of a problem i) Editing and Coding			
3	is a simple questionnaire without any segmentation or subdivision. i) Un structured ii) Structured iii) Codified iv) Pictorial				
4	Sending Questionnaire to a respondent with a request to complete and return by position is called i) Mail Survey ii) Interview iii) Observation iv) Panel				
5.	i)	hich of the following are citation) MLA i) CMS	on styles? ii) APA iv) All of above		
		Ans	FION - B (15 Marks) wer ALL Questions estions Carry EQUAL Marks	$(5 \times 3 = 15)$	
6	a b	OR			
7	a b	OR			
8	a	Clearly explain the difference between collection of data through questionnaires and schedules			
	b	What are the guiding considera	OR ations in the construction of questions	naire? Explain.	
9	a	What is a hypothesis? What corresearch hypothesis?	haracteristics it must possess in order OR	to be a good	
	b	What do you mean by multivar analysis.	riate analysis? Explain how it differs	from bivariate	

10 a Write short notes on the following: (i) Cross tabulation; (ii) Discriminant analysis;

What points will you keep in mind while preparing a research report? Explain.

Cont...

b

SECTION -C (30 Marks)

Answer any Three questions
ALL questions carry EQUAL Marks

 $(3 \times 10 = 30)$

- 11 Explain in detail research process.
- 12 Describe some of the important research designs used in experimental hypothesistesting research study.
- Enumerate the different methods of collecting data. Which one is the most suitable for conducting enquiry regarding family welfare programme in India? Explain its merits and demerits.
- Why tabulation is considered essential in a research study? Narrate the characteristics of a good table.
- 15 Explain the significance of a research report and narrate the various steps involved in writing such a report.

Z-Z-Z END