

PSG COLLEGE OF ARTS & SCIENCE  
(AUTONOMOUS)

MCom(IB) DEGREE EXAMINATION DECEMBER 2023  
(Second Semester)

Branch – INTERNATIONAL BUSINESS

**RESEARCH METHODS IN INTERNATIONAL BUSINESS**

Time: Three Hours

Maximum: 50 Marks

**SECTION-A (5 Marks)**

Answer ALL questions

ALL questions carry EQUAL marks (5 x 1 = 5)

1. The main objective of ..... study's to acquire knowledge.  
i) Exploratory ii) Descriptive  
iii) Diagnostic iv) Descriptive and Diagnostic
2. Cluster sampling, stratified sampling and systematic sampling are types of \_\_\_\_\_.  
i) Direct sampling ii) Indirect sampling  
iii) Random sampling iv) Non random sampling
3. When the characteristic of a measurement level is having no order or distance or origin, then it is \_\_\_\_\_ level of measurement.  
i) Ordinal ii) Cardinal iii) Interval iv) Nominal
4. Summarizes the data by using columns and rows and entering figures in the body of the table \_\_\_\_\_.  
i) Transcription ii) Editing and Coding  
iii) Tabulation iv) Interpretation
5. A comprehensive full Report of the research process is called \_\_\_\_\_.  
i) Thesis ii) Summary Report iii) Abstract iv) Article

**SECTION - B (15 Marks)**

Answer ALL Questions

ALL Questions Carry EQUAL Marks (5 x 3 = 15)

6. a State different types research and explain them.  
OR  
b Explain the aims and objectives of research.
7. a What are the advantages of sampling methods?  
OR  
b Explain the features of a good sampling design.
8. a List the important sources of secondary data.  
OR  
b Distinguish between primary data and secondary data.
9. a Describe various methods of scaling.  
OR  
b Distinguish between rating scale and attitude scale.
10. a Give an outline of research report format.  
OR  
b Describe the types of mistakes that frequently occur in interpretation of data.

Cont...

**SECTION -C (30 Marks)**

Answer **ALL** questions

**ALL** questions carry **EQUAL** Marks (5 x 6 = 30)

- 11 a Describe the different steps involved in a research process.  
OR  
b Explain the features of a good research design.
- 12 a Explain various non-probability sampling techniques.  
OR  
b Explain and illustrate the procedure of selecting a random sample.
- 13 a Discuss the main considerations to be kept in mind while framing the questions in questionnaire.  
OR  
b Discuss interview as a technique of data collection.
- 14 a Explain the merits and limitations of using scaling techniques.  
OR  
b Describe the different methods of scale construction, pointing out the merits and demerits of each.
- 15 a Describe the essential features of a research report.  
OR  
b Explain the different stages involved in the presentation of a research report.

Z-Z-Z

END