PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

MCom DEGREE EXAMINATION MAY 2022
(Second Semester)

Branch – **COMMERCE/ COMMERCE WITH COMPUTER APPLICATIONS**

BUSINESS RESEARCH METHODS

Time: Three Hours   Maximum: 50 Marks

SECTION-A (5 Marks)
Answer **ALL** questions
ALL questions carry **EQUAL** marks   (5 x 1 = 5)

1. A systematized effort to gain new knowledge is called as
   a) Knowledge   b) Research
   c) Discovery   d) planning

2. Random sampling is helpful as it is _____.
   a) Reasonable accurate   b) Free from personal biases
   c) An economical method of data collection   d) All the above

3. What is the main problem in questionnaire?
   a) Accessible to Diverse Respondent
   b) Greater Anonymity
   c) Shows an inability of respondent to provide information
   d) None of these

4. What is abbreviation of ANOVA?
   a) Analysis of variance   b) Analysis of variation
   c) Analysis of variant   d) None of these

5. Summary of the research report appears in
   a) Preliminary Pages   b) Main Text
   c) End matter / terminal   d) None of the Above

SECTION - B (15 Marks)
Answer **ALL** Questions
ALL Questions Carry **EQUAL** Marks   (5 x 3 = 15)

6. a. State any three the Objectives of Research.
                    (OR)
   b. Show the Objectives of review of literature

7. a. Explain any 3 Types of sampling.
                    (OR)
   b. Sketch out the steps to be taken to make the sample useful and reliable.

8. a. Illustrate the merits of questionnaire
                    (OR)
   b. Evaluate the different methods of data collection.

9. a. Analyze the Methods of correlation
                    (OR)
   b. Explain the steps involved in applying chi square test.

10. a. Discuss the Types of report writing.
                    (OR)
   b. Classify the different forms of interpretation.

SECTION -C (30 Marks)
Answer ALL questions
ALL questions carry EQUAL Marks   (5 x 6 = 30)

11. a. Examine the Various criteria of good research.
(OR)
b. Discuss about the techniques involved in defining a problem.

12. a. Determine the Features of research design
(OR)
b. Enumerate the approaches for scale construction

13. a. Analyze the Methods of data collection.
(OR)
b. Categories the different methods of collection of primary data.

14. a. Predict the significance of T-test.
(OR)
b. Survey the importance of Anova.

15. a. Analyze the Steps in report writing.
(OR)
b. Examine the chief characteristics of a good research report?

Z-Z-Z   END