

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

MCom (CS) DEGREE EXAMINATION DECEMBER 2022
(Third Semester)

Branch – CORPORATE SECRETARYSHIP

DISCIPLINE SPECIFIC ELECTIVE – I : 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 What is Research?
 - (i) Finding solution to any problem
 - (ii) Searching systematically to obtain a degree
 - (iii) Working in a scientific way to search for truth of any problem
 - (iv) None of the above
- 2 Find the demerits of sampling methods.
 - (i) Prevalence of sampling errors
 - (ii) Requirements of adequately trained personnel for sample survey
 - (iii) Non-uniformity in sample units
 - (iv) All of the above
- 3 Who fills a Questionnaire?
 - (i) Respondents
 - (ii) Experts
 - (iii) Enumerator
 - (iv) None of the above
- 4 Data analytics uses _____ to get insights from data.
 - (i) Numerical aspects
 - (ii) Statistical figures
 - (iii) Statistical methods
 - (iv) None of the above
- 5 Which of the following is the most eye catching part of the research report?
 - (i) Summary
 - (ii) Conclusion
 - (iii) Preface
 - (iv) Glossary of terms

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks

(5 x 3 = 15)

- 6 a State the meaning of Action Research.
OR
b Sketch the concept of Research Design.
- 7 a Explain the uses of exploratory research.
OR
b State the need for research design.
- 8 a Show any three sources of secondary data.
OR
b Analyze the advantages of a good questionnaire design.

Cont...

- 9 a State the meaning of regression analysis.
OR
b Explain the classification of data.
- 10 a Show the different types of reports.
OR
b Explain the content in main body of a report.

SECTION -C (30 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks

(5 x 6 = 30)

- 11 a Analyze the objectives of research.
OR
b Asses the different types of researches.
- 12 a Construct the features of good research design.
OR
b Enumerate the types of research designs.
- 13 a Develop the concept of sample design.
OR
b Elucidate the types of interview schedule.
- 14 a Differentiate qualitative research and quantitative research.
OR
b Enumerate the types of bivariate statistical tests.
- 15 a Analyze the essential qualities of a good research report.
OR
b Construct the steps in writing research report.

Z-Z-Z

END