

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

MCom (IB) DEGREE EXAMINATION MAY 2018
(Second Semester)

Branch **INTERNATIONAL BUSINESS**

BUSINESS RESEARCH & BUSINESS INTELLIGENCE

Time : Three Hours

Maximum : 75 Marks

Answer ALL questions
ALL questions carry EQUAL marks (5 x 15 ~ 75)

! a Explain research on broader perspective with inputs on definition, objectives, significance and types.

OR

b What is a research process? How can it be substantiate with criteria in selecting and defining a problem. Also suggest what are all the qualities of a good research.

2 a Explain how a research design can inculcate the process of research from its base step till it reaches the data collection step? Also gi\le ideas on features of a good research design with its concepts.

OR

b How a primary data is varied from a secondary source of data collection? Justify your answer with the different methods of sampling and pre testing.

3 a Differentiate between an interview schedule and a questionnaire with necessary illustrations.

OR

b Mr. Roopan, a well known person in the field of education runs colleges in his home town, Nazreeth. He was in this field for more than 30 years. Now he wants to initiate his business in the school level education. Help Mr. Roopan by drafting a questionnaire suiting his needs.

4 a What is a report? How can it be w ritten for any research? Justify your answer with its appropriate layout.

OR

b What precautionary steps are needed while drafting a Report? How Evaluation helps in framing both the popular report and technical report - Justify.

5 a What is Business Intelligence? How is it different for private intelligence and public intelligence?

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b Write notes on Information asymmetry, competitive advantage, intelligence model and conducting of analysis of a business intelligence cycle. Explain with examples.