

**N.G.M.COLLEGE (AUTONOMOUS) : POLLACHI  
END-OF-SEMESTER EXAMINATIONS : JULY - 2022**

**M.Com**

## **MAXIMUM MARKS: 70**

## II SEMESTER

**TIME : 3 HOURS**

# BUSINESS RESEARCH METHODS

**SECTION - A (10 X 1 = 10 MARKS)**

## **ANSWER THE FOLLOWING QUESTIONS.**

### **MULTIPLE CHOICE QUESTIONS.(Qn. No. 1 - 5)**

(K1)

1. Which research aims at finding a solution as immediate faces by the society.....  
(a) Applied research (b) Analytical research  
(b) Descriptive research (d) Exploratory research
2. Under what method, samples are drawn on the basis of sampling interval.....  
(a) Stratified random sampling (b) Multi stage random sampling  
(c) Systematic random sampling (d) Sequential random sampling
3. Which of the following is a source of Primary Data?  
(a) Interview schedule (b) News Paper  
(c) Journal (d) diary
4. The process of examining the data collected is called as \_\_\_\_\_  
(a) Coding (b) Processing  
(c) Editing (d) Tabulation
5. Which is denoted by Null Hypothesis \_\_\_\_\_  
(a)  $H_0$  (b)  $oH$  (c)  $H_1$  (d)  $1H$

**ANSWER THE FOLLOWING IN ONE (OR) TWO SENTENCES.**

(K2)

6. What is a Research Problem?
7. What is a Sample?
8. What is pre – testing?
9. What is meant by interpretation of data?
10. Define Hypothesis.

(CONT'D.....2)

**SECTION – B**

( 5 x 4 = 20 MARKS)

**ANSWER EITHER (a) OR (b) IN EACH OF THE FOLLOWING QUESTIONS. (K3)**

11. (a) Briefly explain the different types of research.

(OR)

(b) Bring out the Characteristics of a good research design.

12. (a) What are the features of good sample ?

(OR)

(b) What are the factors affecting the size of Sample?

13. (a) Highlight the merits of Interview.

(OR)

(b) What is pilot study? What are the purposes of pilot study?

14. (a) What are the steps followed in report writing ?

(OR)

(b) What is meant by Editing? Explain it's types.

15. (a) What is 't' test ? When is it applied?

(OR)

(b) Find the value of Chi-Square for the following information.

Class	A	B	C	D	E
Observed frequency	8	29	44	15	4
Theoretical (or expected) frequency	7	24	38	24	7

**SECTION – C**

(4 x 10 = 40 MARKS)

**ANSWER ANY FOUR OUT OF SIX QUESTIONS.****(16<sup>th</sup> QUESTION IS COMPULSORY AND ANSWER ANY THREE QUESTIONS)****(FROM Qn.No. 17 to 21)****(K4 / K5)**

16. Explain the procedure for Hypothesis Testing.

17. Evaluate the different steps involved in a research process.

18. Classify in detail about various types of Sample.

19. Enumerate the various sources of data available for a researcher.

20. Discuss the contents of a research report in detail.

21. Weight of 10 students is as follows:

S.No	1	2	3	4	5	6	7	8	9	10
Weight (Kg.)	38	40	45	53	47	43	55	48	52	49

Can we say that the variance of the distribution of weight of all students from which the above samples of 10 students was drawn is equal to 20 kg? Test this at 5 percent and 1 percent level of significance,

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