

(FOR THE CANDIDATES ADMITTED

SUBJECT CODE **23 PCO 207**

DURING THE ACADEMIC YEAR 2023 ONLY)

REG.NO.

N.G.M.COLLEGE (AUTONOMOUS) : POLLACHI

END-OF-SEMESTER EXAMINATIONS : MAY – 2024

M.Com

MAXIMUM MARKS: 75

SEMESTER : II

TIME : 3 HOURS

BUSINESS RESEARCH METHODS

SECTION – A (10 X 1 = 10 MARKS)

ANSWER THE FOLLOWING QUESTIONS.

MULTIPLE CHOICE QUESTIONS.

(K1)

1. Who is the author of the Book named “Method in Social Research”
(a) Kerlinger (b) CR Kothari (c) Goode and Hatt (d) Wilkinson.
2. Which among the following is the benefit of using simple random sampling?
(a) The results are always representative.
(b) Interviewers can choose respondents freely.
(c) Informants can refuse to participate.
(d) We can calculate The accuracy of the result
3. What is the meaning of cluster sampling?
(a). It is a process where the sampling universe is divided into multiple groups
(b). It is a process where the samples for a study is obtained through conscious selection
(c) It is a process where the samples for a study are selected at regular intervals
(d) It is a process through which the sample for a study is divided into multiple groups.
4. Which Hypothesis cannot be stated in
(a) General terms (b) Declaration Terms
(c) Null and Questions (d) Directional terms.
5. The list of technical terms used is called.....
(a) Abbreviations (b) Glossary
(c) References (d) Appendix.

ANSWER THE FOLLOWING IN ONE (OR) TWO SENTENCES.

(K2)

6. Define the term “Research” .
7. Explain the term of “Sampling” .
8. Distinguish between the Primary data and Secondary data.
9. Interpret the Pilot Study.
10. Mention the significance of the “Report Writing”

SECTION – B (5 X 5 = 25 MARKS)**ANSWER EITHER (a) OR (b) IN EACH OF THE FOLLOWING QUESTIONS.****(K3)**

11. a) Describe the Objectives of Research.

(OR)

- b) Examine the steps in Research design.

12. a) Dramatize the features of a good Sample Plan.

(OR)

- b) Interpret the methods of sampling

13. a) Describe the merits and demerits of interview methods.

(OR)

- b) Examine the Precautions to be taken while using secondary data .

14. a) Describe the formulation of Hypothesis

(OR)

- b) Interpret the Data Analysis Techniques.

15. a) Demonstrate the need for Interpretation

(OR)

- b) Sketch the significance of report writing.

SECTION – C (5X 8 = 40 MARKS)**ANSWER EITHER (a) OR (b) IN EACH OF THE FOLLOWING QUESTIONS.****(K4/K5)**

16. (a) Analyze the characteristics and types of research

[OR]

- (b) Determine the components of research design

17. (a) Determine the merits and demerits of Methods of Sampling

[OR]

- (b) Investigate the procedure of selecting a random sampling

18. (a) Determine the merits and demerits of Questionnaire method

[OR]

- (b) Enumerate the methods of data Collection.

19. (a) .Justify the characteristic of Hypothesis

[OR]

- (b) Interpret the classification bases of scaling procedures

20. (a) Summarize the types of report and mechanics of writing a research report.

[OR]

- (b) Evaluate the layout of a research report.