

(FOR THE CANDIDATES ADMITTED

SUBJECT CODE

24 PCO 208

DURING THE ACADEMIC YEAR 2024-25 ONLY)

REG.NO.

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

**END-OF-SEMESTER EXAMINATIONS : MAY – 2025**

**M.Com.**

**MAXIMUM MARKS: 75**

**II SEMESTER**

**TIME : 3 HOURS**

**BUSINESS RESEARCH METHODS**

**SECTION – A**

**(10 X 1 = 10 MARKS)**

**ANSWER THE FOLLOWING QUESTIONS.**

**(K1)**

**MULTIPLE CHOICE QUESTIONS.**

1. Researches, which involve the output to be in quantifiable terms, are called as -----  
a) Quantitative research                      b) Qualitative research  
c) Simulation research                      d) Investigation research
2. ----- is composed of some fraction or part of the total number of elements or units in defined population.  
a) Attribute              b) Parameter              c) Variable              d) Sample
3. The data collected for the first time through field survey under the control and supervision of an investigator is known as -----  
a) Data              b) Primary data              c) Secondary data              d) survey
4. ----- is a preliminary test or study conducted before a larger-scale study.  
a) Pilot testing              b) Pilot design              c) Pilot research              d) question content
5. ----- is a comprehensive and concise to give the full meaning of the research.  
a) Preparation              b) Title              c) Writing              d) Revision

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

**(K2)**

6. What do you mean by Research?
7. What is sampling?
8. Define Primary data.
9. Define pilot study.
10. List the techniques of interpretation.

**SECTION – B**

**(5 X 5 = 25 MARKS)**

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

**(K3)**

11. a) Describe the qualities of a good Research.

**(OR)**

- b) Explain the concept of research design.

**(CONTD .... 2)**

12. a) Describe the characteristics of good sampling.

(OR)

- b) Distinguish between Census and Sampling.

13. a) Write short notes on “Primary data” and “Secondary data”.

(OR)

- b) Explain the types of questions.

14. a) Explain the characteristics of hypothesis.

(OR)

- b) Describe the Characteristics of analysis of data.

15. a) Explain the types of report.

(OR)

- b) Describe the layout of the Research Report.

**SECTION – C**

**(5 X 8 = 40 MARKS)**

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

**(K4 (Or) K5)**

16. a) Discuss the various types of research.

(OR)

- b) Explain the Selection of the problem.

17. a) Describe the types of sampling.

(OR)

- b) Explain the Merits of sampling.

18. a) Enumerate the different methods of collecting data.

(OR)

- b) Point out the disadvantages of secondary data.

19. a) Explain the types of Hypothesis.

(OR)

- b) Briefly explain the techniques of data analysis.

20. a) Explain the steps in writing Research report.

(OR)

- b) Discuss the significance of report writing.