

(FOR THE CANDIDATES ADMITTED

SUBJECT CODE

25 PCO 208

DURING THE ACADEMIC YEAR 2025-26 ONLY)

REG.NO.

N.G.M.COLLEGE (AUTONOMOUS) : POLLACHI
END-OF-SEMESTER EXAMINATIONS : MAY– 2026

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)

1. How to judge the depth of any research?
 - a) By research title
 - b) By research duration
 - c) By research objectives
 - d) By total expenditure on research
2. Which one is called non probability sampling?
 - a) Quota sampling
 - b) Cluster sampling
 - c) Systematic sampling
 - d) Stratified random sampling
3. Who is filled by questionnaire?
 - a) A person
 - b) Respondent
 - c) Everyone
 - d) Enumerator
4. Which denotes formulation of hypothesis in the process of conducting research?
 - a) Statement of objectives
 - b) Analysis of data
 - c) Selection of research tools
 - d) Collection of data
5. In which is the first page of the research report?
 - a) Appendix
 - b) Bibliography
 - c) Index
 - d) Title page

ANSWER THE FOLLOWING IN ONE (OR) TWO SENTENCES

(K2)

6. What is Research?
7. What is meant by Source list?
8. What do you mean by Secondary data ?
9. What is Pre-testing?
10. Tell about Research report.

(CONTD 2)

SECTION – B

(5 X 5 = 25 MARKS)

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

11. a) What are the Characteristics of Research?

(OR)

- b) State various steps in Research design.

12. a) Enumerate the features of Good sample plan.

(OR)

- b) Examine sample error in research.

13. a) State the merits of Interview method.

(OR)

- b) Write a short note on Observation method of data collection.

14. a) Tell about the importance of pilot study.

(OR)

- b) State the importance of Scaling techniques.

15. a) Write a short note on Interpretation of data.

(OR)

- b) Describe the significance of Report writing?

SECTION – C (5 X 8 = 40 MARKS)

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

(K4 (Or) K5)

16. a) Discuss briefly various Types of research.

(OR)

- b) Evaluate the importance of research problem.

17. a) Classify in detail about various Methods of sampling.

(OR)

- b) Explain merits and demerits of Sampling.

18. a) Determine benefits and limitations of Questionnaire method?

(OR)

- b) Examine the important precautions taken while using Secondary data.

19. a) Explain briefly the characteristics and formulation of Hypothesis.

(OR)

- b) Discuss various Data analysis techniques.

20. a) Elaborate briefly various techniques of interpretation.

(OR)

- b) Discuss the detail the various types of Report.