



PG – 519

**II Semester M.Com. Degree Examination, June 2016
(CBCS)
COMMERCE
Paper – 2.4 : Business Research Methods**

Time : 3 Hours

Max. Marks : 70

Instruction : Use of simple non-programmable calculators and statistical tables is **allowed**.

SECTION – A

Answer **any seven** questions out of ten. **Each** question carries **two** marks. **(7×2=14)**

1. a) State the scope of business research.
- b) Mention the different types of research.
- c) What is research design ?
- d) State the limitations of sampling.
- e) Distinguish between sampling and non-sampling errors.
- f) Distinguish between nominal scale and ordinal scale.
- g) What is a dichotomous question ? Give examples.
- h) What is tabulation ? State its uses.
- i) What is executive summary ?
- j) What is bibliography ?

SECTION – B

Answer **any four** questions out of six. **Each** question carries **five** marks. **(4×5=20)**

2. Distinguish between basic, fundamental and applied research.
3. Explain the major components of a good research study.

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10. With the help of quantity cost curve explain the significance of EOQ. What are the limitations of using the formula for an EOQ ?
11. The following table gives data on normal time and cost and crash time and cost for a project.

Activity	Normal		Crash	
	Time (days)	Cost (Rs.)	Time (days)	Cost (Rs.)
1-2	6	1400	4	1900
1-3	8	2000	5	2800
2-3	4	1100	2	1500
2-4	3	800	2	1400
3-4	Dummy	-	-	-
3-5	6	900	3	1600
4-6	10	2500	6	3500
5-6	3	500	2	800

The indirect cost per day is Rs. 300.

- a) Draw the network and identify the critical path.
- b) What are the normal project duration and associated cost ?
- c) Crash the relevant activities systematically and determine the optimum project completion time and cost.
12. Find the minimum transportation cost :

Source	D1	D2	D3	D4	D5	Available
S1	4	7	3	8	2	4
S2	1	4	7	3	8	7
S3	7	2	4	7	7	9
S4	4	7	2	4	7	2
Requirement	8	3	7	2	2	-

