II Semester M.Com. (FA) Examination, June/July 2018 (CBCS)
Paper – 2.7 : SC : BUSINESS RESEARCH METHODS

Time : 3 Hours
Max. Marks : 70

SECTION – A
1. Answer any seven sub-questions. Each sub-question carries two marks. (2x7=14)
   a) What is cross tabulation?
   b) Differentiate Type 1 and Type 2 error.
   c) What is meant by Reliability?
   d) What is cluster Analysis?
   e) Explain with an example:
      i) Extraneous variable
      ii) Confounded relationship.
   f) What is factor analysis?
   g) Differentiate cross sectional from time series research.
   h) Explain the validity and reliability of an instrument.
   i) What do you mean by Empirical Research?
   j) What is chapterization?

SECTION – B
Answer any 4 questions. Each question carries five marks. (4x5=20)

2. Write a note on subjectivity and objectivity in research.

3. Briefly explain the Multivariate statistical techniques used in research.

4. Give your understanding of a good research design. Is single research design suitable for all studies? If not, why?
5. Discuss briefly various scaling techniques often used in business research.

6. What is validity of an instrument? How is validity different from reliability?

7. What is multiple regression and correlation? Elucidate.

SECTION - C

Answer any 3 out of 5 questions. Each question carries 12 marks. (3x12=36)

8. How do you identify the variables in research? Give a detailed account of measurement, scaling and construction of an instrument. Highlight the context in which they are suitably used.

9. Give an evolutionary perspective of research in today's context and explain the role of theory in research.

10. How will you differentiate descriptive statistics and inferential statistics? Describe the importance of statistical measures used to summarize survey research data.

11. XYZ Ltd. has 500 employees. A study is commissioned to measure their satisfaction level. A hypothesis is framed that the influencing factors namely salary and environmental factors.

   a) What are the variables to be studied?
   b) What type of analysis is suitable to conduct this study?
   c) Prepare a sample questionnaire for the same.

12. What is report writing? Discuss the importance of report writing.
II Semester M.Com. (FA)/MFA Examination, July 2017
(CBCS Scheme)
Paper – 2.7 : SC : Business Research Methods

Time : 3 Hours  Max. Marks : 70

Instruction: Answer all Sections.

SECTION – A
Answer any seven questions out of ten. Each question carries two marks.  (7x2=14)
1. a) What is sampling error ?
   b) What is causation ?
   c) What is Socio-metry ?
   d) What are ordinal data ?
   e) What is halo effect ?
   f) What is snowball sampling ?
   g) What is alternative hypothesis ?
   h) What is correlation matrix ?
   i) What is Scatter plot ?
   j) List out types of research studies.

SECTION – B
Answer any four questions. Each question carries five marks.  (4x5=20)
2. Elucidate the key dimensions of research environment.
3. Briefly explain the types of research evaluate methods in Business Research.
4. Distinguish multiscale sampling plan from stratified sampling plan.
5. Briefly explain data missing techniques.

P.T.O.
6. Explain the process of designing a good research report.

7. Elucidate the probing styles of survey methods in Business Research.

SECTION – C

Answer any three questions out of the five. Each question carries twelve marks.

(3×12=36)

8. Explain in detail the dependency and interdependency scaling techniques preferred in Business Research.

9. Discuss the concept of level of significance and the P-value in testing of hypothesis.

10. Explain the key scaling and measurement techniques used in Business Research.

11. It is argued that analysis and interpretation of data are a managerial art. Discuss.

12. Distinguish and differentiate behavioral and non behavioral analyses of observation in detail.
II Semester M.Com. (Financial Accounting)/MFA Examination, June 2016
(Semester Scheme) (CBCS)
Paper – 2.7 : SC : BUSINESS RESEARCH METHODS

Time : 3 Hours
Max. Marks : 70

Instruction: Answer all questions.

SECTION – A

1. Answer any seven sub-questions. Each sub-question carries two marks. (2x7=14)
   a) Define factor analysis.
   b) What is a research design?
   c) List out key business research, evaluation methods.
   d) What is ‘K’ related sample test?
   e) What is Null Hypothesis?
   f) List out data collection techniques.
   g) Elucidate types of observation methods.
   h) What is LISREL?
   i) Differentiate between Business Research and Pure Research.
   j) What is experimentation process?

SECTION – B

Answer any four questions. Each question carries five marks. (4x5 = 20)

2. Explain the advantages of Behavioral and Non Behavioral observation methods.

3. What are the major uses of Market Survey Methods?

4. Briefly explain Data mining techniques.
5. Explain the types of rating and response scales.

6. When should a researcher use a judgement sample? Briefly explain.


SECTION – C

Answer any three questions out of five questions. Each question carries twelve marks. (3 x 12 = 36)


9. Explain the significance and types of Parametric and Non Parametric Tests detailing the requisite assumptions.

10. It is argued that Analysis and interpretation of data are a managerial art. Discuss with contemporary examples.

11. Discuss the merits and limitations of multiple Regression and interdependency techniques that are used in Business Research.

12. Critically examine the usefulness of key sampling techniques preferred in Business Research.
Il Semester M.F.A. Examination, June 2015
(Semester Scheme) (CBCS)
FINANCE AND ACCOUNTING
Paper – 2.7 SC : Business Research Methods

Time : 3 Hours  Max. Marks : 70

Instruction : Answer all questions.

SECTION – A

1. Answer any seven sub-questions. Each sub-question carries two marks. \((2\times7=14)\)
   a) Differentiate Business Research from Market Research.
   b) What is Data Mining ?
   c) What is a Standard Error ?
   d) What is Semantic Differential Scale ?
   e) What is Transcription ?
   f) What is Confidence Interval ?
   g) What is ‘Likert Scale’ ?
   h) What is Discriminant Analysis ?
   i) What is ‘Z’ test ?
   j) What is Cross Tabulation ?
   k) List out steps in Sampling Design.

SECTION – B

Answer any four questions. Each question carries five marks. \((4\times5=20)\)

2. Differentiate exploratory research design from descriptive research design.

3. Briefly explain the data collection methods, summarisation and presentation.

4. Distinguish multi scale sampling plan from stratified sampling plan.

5. Differentiate Cluster Analysis from Factor Analysis, with a suitable example.

P.T.O.
6. Explain the tools of collecting data.

7. Briefly explain major types of Statistical Analysis.

SECTION C

Answer any three questions. Each question carries twelve marks. \((3 \times 12 = 36)\)

8. As a researcher, how do you organise a research report? Explain with an example.

9. Discuss the concept of level of significance and the ‘P’ value in testing of hypothesis, highlighting the stages involved in hypothesis testing.

10. Explain the concepts and criticality of probability and non-probability sampling designs in Business Research.

11. Explain key types of observational research studies highlighting advantages and limitations of the observational methods.

12. Experimental designs determine quality and objectives of a business research process. Explain with suitable examples.