Second Semester M.Com. Degree Examination, June/July 2018
(CBCS)
COMMERCEx
Paper – 2.4 : Business Research Methods

Time : 3 Hours
Max. Marks : 70

SECTION – A

1. Answer any seven questions. Each question carries two marks : (7x2=14)
   a) Define business research.
   b) What is Operational Definition ? Give an example.
   c) What is meant by Cross Tabulation ? Give an example.
   d) What is meant by degrees of freedom ?
   e) Give the purpose of Review of Literature.
   f) What do you mean by Snowball Sampling ?
   g) Distinguish between primary data and secondary data.
   h) What is Statement of problem ?
   i) Distinguish between references and Bibliography.
   j) What is meant by Pilot Study ?

SECTION – B

Answer any four questions. Each question carries 5 marks : (4x5=20)

2. Explain qualities of a Scientific Methods of Research.

3. What is Research Design ? Explain the exploratory research design.

4. Write a note of observational method of collecting data.

5. What is processing of data ? Explain with example.

6. Explain various types of reporting.

7. Ten individuals were selected for a survey. Their heights were found to be:
   63", 63", 64", 65", 66", 69", 70", 70", 71". In the light of the above results discuss the suggestion that the mean height of the group is 65".

P.T.O.
SECTION – B

Answer four of the following in about one page. Each question carries 5 marks:

(4×5=20)

2. A medical scientist claims to have found a cure for the common cold that consists of three drugs called K, S, and H. His results indicate that the minimum daily adult dosage for effective treatment is 10 mg. of drug K, 6 mg. of drug S, and 8 mg. of drug H. Two substances are readily available for preparing pills and drugs. Each unit of substance A contains 6 mg, 1 mg, and 2 mg of drugs K, S, and H respectively and each unit of substance B contains 2 mg, 3 mg, and 2 mg of the same drugs. Substance A costs Rs. 3 per unit and substance B costs Rs. 5 per unit.

3. Solve the following Assignment problems for minimum solution:

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4. A company has demand rate of 25 items per day and the supply rate is 40 items per day. Ordering cost per order is Rs. 60 and carrying cost is Rs. 73 in one year. Find the EOQ and the total additional cost. It is given that an item costs Rs. 20.

5. An insurance company has these data:

The probability of an insurance claim in a period of one year is 4 percent for persons under age 30, 2 percent for persons over age 30 and it is known that 30 percent of the targeted population is under age 30. What is the probability of an insurance claim in a period of one year for a randomly chosen person from the targeted population?

6. Explain the applications of simulation to the problem of financial planning and management.

7. Write a note on Risk analysis in capital budgeting.
Second Semester M.Com. Degree Examination, July 2017
(CBCS)
COMMERCESA.4 : Business Research Methods

Time : 3 Hours
Max. Marks : 70

SECTION – A

1. Answer any seven questions out of ten. Each question carries two marks: (7×2=14)
   a) State four objectives of Business Research.
   b) Differentiate between applied research and pure research.
   c) What is Bibliography?
   d) Define research design.
   e) What do you mean by Type I error and Type II error?
   f) What is Random Sampling?
   g) State the purposes of literature survey in research.
   h) What do you mean by Research Hypothesis?
   i) Mention purposes of exploratory research.
   j) Distinguish between Probability and Non-Probability sampling.

SECTION – B

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

2. Explain the nature of observation.
3. Explain the essentials of a good questionnaire.
4. What is research proposal? Briefly explain its contents.
5. Differentiate between nominal scale and ordinal scale.
7. What are the classification of Measurement Scales? Explain with example.

P.T.O.
SECTION – C

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


9. Explain the use of Factor Analysis in survey research.

10. What is sampling design? Discuss in various methods of sampling in research.

11. Explain the different methods of Qualitative research.

12. Write a note on:
   a) Cross sectional Vs. longitudinal research.
   b) Content Analysis
   c) Focus group interviews
   d) Tabulation.
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.

P.T.O.
4. What do you mean by qualitative data? How do you quantify it?
5. What are projective techniques? What are its advantages and limitations?
6. Disctinguish between single item and multiple item scale.
7. Describe the precautions to be taken while interpreting the results.

SECTION – C

Answer any three questions out of five. Each question carries twelve marks. (3x12=36)
8. What is a research problem? Discuss the main issues which should receive the attention of the researcher in formulating the research problem.
9. Explain the ethical issues involved in business research. How can they be resolved?
10. Explain the various types of measurements. What are the various types of scales and their importance? Discuss.
11. Explain the need for editing, coding, classifying and tabulating in processing of data.
12. Explain the various types of research reports. Briefly explain the contents of a research report.