



K22U 2242

Reg. No. : .....

Name : .....



V Semester B.Com. Degree (CBCSS – OBE – Regular/Supplementary/  
Improvement) Examination, November 2022  
(2019 Admission Onwards)

Core Course

5B07 COM : BUSINESS RESEARCH METHODOLOGY

Time : 3 Hours

Max. Marks : 40

PART – A

Answer **any six** questions from the following. **Each** question carries 1 mark.

1. What is Experimental Research ?
2. Define a Hypothesis.
3. What is Simple Random Sampling ?
4. Explain the need for conducting research studies.
5. What do you mean by research ?
6. Define research gap.
7. Write a short note on 'level of significance' in data analysis.
8. What is dependent and independent variables ? Give example. (6×1=6)

PART – B

Answer **any six** questions from the following. **Each** question carries 3 marks.

9. Describe experience as a source of research problem.
10. Discuss the need for a research design.
11. Discuss the role of exploratory designs in social science research.
12. State and explain the need for review of literature.

P.T.O.



- 13. What are the qualities of a good hypothesis ?
- 14. What are the consequences of Plagiarism ?
- 15. Explain the risk of extraneous variables.
- 16. Some types of validity test are more sophisticated and statistical based. Do you agree ? Justify with relevant examples. (6×3=18)

PART – C

Answer **any two** questions from the following. **Each** question carries **8** marks.

- 17. Define Research Methodology. Discuss the various steps in the research process.
- 18. Discuss the structure and layout of the typical research report.
- 19. Elaborate the process of research work. (2×8=16)