



K24U 2864

Reg. No. :

Name :

V Semester B.Com. Degree (C.B.C.S.S. – O.B.E. – Regular/Supplementary/
Improvement) Examination, November 2024
(2019 to 2022 Admissions)
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. (6×1=6)

1. What is business research ?
2. What is 'deduction' ?
3. How does a research problem arise ?
4. What is research design ?
5. What is systematic sampling ?
6. What are primary data ?
7. What is a questionnaire ?
8. What is bibliography ?

PART – B

Answer **any six** questions from the following. **Each** question carries 3 marks. (6×3=18)

9. Distinguish between fundamental research and applied research.
10. Explain the importance of formulating the research problem.
11. Explain the meaning of research hypothesis in the context of research design.

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12. What are the essential qualities of a good sample ?
13. Discuss the types of non-probability sampling techniques.
14. What are the advantages and disadvantages of secondary data ?
15. Explain interview method of collecting data.
16. Discuss the items in the preparatory section of research report.

PART – C

Answer **any two** questions from the following. Each question carries 8 marks. (2×8=16)

17. Explain different types of research conducted by researchers.
18. Explain different types of research designs.
19. What are the steps to a successful research report ? Discuss the characteristics of good research report.

