



PG-499

10248

II Semester M.Com. (CBCS) Examination, July - 2019

COMMERCE

2.4 : Business Research Methods

Time : 3 Hours

Max. Marks : 70

SECTION - A

Answer **any seven** questions out of **ten**. Each question carries **two** marks.

7x2=14

1. (a) What is the need for reviewing literature for research ?
- (b) What do you mean by experimental research ?
- (c) What do you mean by null hypothesis ?
- (d) State the advantages of sampling.
- (e) What is action research ?
- (f) What is standard deviation ?
- (g) Define a research report.
- (h) What is executive summary ?
- (i) State the benefits of Chi-square test.
- (j) What is data processing ?

SECTION - B

Answer **any four** questions out of **six**. Each question carries **five** marks.

4x5=20

2. Write a note on survey and case study.
3. Describe the meaning and usefulness of descriptive studies.
4. Discuss the process of identification of a research problem.
5. Differentiate between probability sampling and non-probability sampling.
6. What are the methods of scaling ? Explain.
7. Explain the meaning and significance of a research design.

P.T.O.

**SECTION - C**

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

3x12=36

8. Explain the significance of a research report and narrate the various steps involved in a writing a report.
9. How does one overcome problems on the ethical issues and the objectivity as well as subjectivity in research ? Explain.
10. Design a suitable questionnaire to study the problems of tours and travel agents of Karnataka.
11. What are the various methods of collecting research data ? Explain their advantages and limitations.
12. How qualitative data analysis differ from quantitative data analysis ? Explain.