

M. COM
THIRD SEMESTER
BUSINESS RESEARCH METHODS
MCM-302

(Use separate answer scripts for Objective & Descriptive)

Duration : 3 hrs.

Full Marks : 70

(PART-A : Objective)

Time : 20 min.

Marks : 20

Choose the correct answer from the following:

1×20=20

1. The non-probability technique used in Survey research is.....
 - a. Accidental sample
 - b. Quota sample
 - c. Purposive sample
 - d. All of these
2. When the researcher notes down the responses from the interview conducted among the sample units, the technique is known as:
 - a. Through the questionnaire
 - b. Through a schedule
 - c. Through a structured annexure
 - d. Through an indirect teleconferencing
3. Which one of the following is not a type of seminar?
 - a. House-committee
 - b. International seminar
 - c. National seminar
 - d. Focal seminar
4. Direct personal interviews constitute.....
 - a. Tertiary data
 - b. Secondary data
 - c. Primary data
 - d. None of these
5. The Research that aims at immediate application is.....
 - a. Action Research
 - b. Empirical Research
 - c. Conceptual Research
 - d. Fundamental Research
6. The..... hypothesis is a hypothesis that requires empirical evidence to accept it.
 - a. Null
 - b. Alternate
 - c. Working
 - d. Type one
7. The..... analysis is the process of determining how one variable influences the change in other variable.
 - a. Causal
 - b. Correlation
 - c. Real
 - d. Regression
8. The question which restrict the interviewee's answer to pre-defined response option is known as:
 - a. Closed-ended question
 - b. Middle-ended question
 - c. Open-ended question
 - d. Open question
9. Which one of the following is not correct relating to likert scales?
 - a. The respondent provides answers in the form of degree of agreement or disagreement.
 - b. These scales are generally used for respondents who cannot analyze complex scale.
 - c. The respondent selects a numerical score for each statement.
 - d. This expresses attitude towards the concept under study.

10. Research is not considered ethical if it.....
 - a. Tries to prove a particular point.
 - b. Does not ensure privacy and anonymity of the respondent.
 - c. Does not investigate the data scientifically.
 - d. Is not of a very high standard.
11. Literature Review helps us in arriving at which one of the most appropriate option?
 - a. What is the basis of their evidence (opinion...empirical evidence)?
 - b. What are their conclusions? What are the gaps in the research?
 - c. What areas need to be studied?
 - d. All of these.
12. Research objectives ideally imply which one of the following?
 - a. Specific aim of the study
 - b. The goal which the researcher wants to attain
 - c. The contents of the study.
 - d. None of these.
13. Which of is the appropriate method of observation?
 - a. Close and open
 - b. Participants and non-participants
 - c. Direct and indirect
 - d. Theory and hypothesis
14. Which one of the following are the most appropriate types of data analysis?
 - a. Descriptive and non-descriptive
 - b. Descriptive and inferential
 - c. Variable and non-variable
 - d. Volatile and non-volatile
15. Choose any one of the following that is the most appropriate method of writing a research report.
 - a. To gain intellectual knowledge
 - b. To gain financial benefit
 - c. To show research work to others
 - d. To present at the university
16. The first step of research is:
 - a. Selecting a problem
 - b. Searching a problem
 - c. Finding a problem
 - d. Identifying a problem
17. The drawbacks of qualitative method is/are:
 - i) Subjectivity
 - ii) Individual oriented
 - iii) Data are not reliable
 - iv) Data not precise
 - a. i, ii, iii, iv
 - b. i, ii, iii
 - c. i, ii
 - d. i, iv
18. Secondary data can be obtained from:
 - i) Journals, reports
 - ii) Govt. & private publications
 - iii) Trade
 - iv) Professional bodies
 - a. i, ii, iii, iv
 - b. i, ii, iii
 - c. i, ii
 - d. i, iv
19.error refers to a situation where the researcher rejects the null hypothesis when it is true.
 - a. One tailed
 - b. Type I
 - c. Type II
 - d. Two tailed
20. Which one of the following would you consider more appropriate while preparing a sample size?
 - a. Your sample frame and sampling strategy.
 - b. The ethical issues that might arise.
 - c. Access to the set sample.
 - d. The universe, sample frame, sampling strategy and budget.

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(PART-B : Descriptive)

Time : 2 hrs. 40 min.

Marks : 50

[Answer question no.1 & any four (4) from the rest]

1. What are the different types of research? Describe the scope of research for furtherance of knowledge in the discipline. 10
2. What are the different types of measurement scales? Give a brief account of them. 2+8=10
3. Explain the meaning of Research Design. Discuss the characteristics of a good Research Design. 3+7=10
4. State the need for ethics in business research and the use of plagiarism test. 10
5. What is sampling? Discuss the different methods of sampling used in research. 3+7=10
6. An e-commerce site which plans to test the effectiveness of three different advertisements in the print media. Each advertisement will be run for a month in various newspapers. You as marketing manager want to know the impact of these advertisements on the level of hits received by web site in three different months. The number of hits received in each month and the corresponding advertising program is given below:

Advertising Program	Month	Hits Received
Adv Prog-I	January	8700
Adv Prog-II	February	9100
Adv Prog-III	March	8780

5+5=10
7. Do you find any difference among the hits received during each month the advertising program was run? Show the calculation of your test with appropriate reasoning. Level of significance may consider 10%. Note: The relevant critical value at 10% level of significance is 4.60. 2+3+5=10
8. Write a suitable title of a research study/proposal with its objectives and also draft a sample questionnaire with reference to the objectives of the study. 4+6=10
9. Explain the techniques of report writing. State the essential features of a good report. 4+6=10

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