

**BACHELOR OF COMMERCE [HONS]  
SIXTH SEMESTER  
BUSINESS RESEARCH METHODS AND PROJECT WORK  
BCM – 603**

**SET  
A**

**[USE OMR SHEET FOR OBJECTIVE PART]**

Duration: 1.30 hrs.

Full Marks: 35

Time: 15 mins.

**(Objective)**

Marks: 10

*Choose the correct answer from the following:*

**1 × 10 = 10**

1. Direct personal interviews constitute.....
  - a. Tertiary data
  - b. Secondary data
  - c. Primary data
  - d. None of these
2. Independent variables that are not related to the purpose of the study, but may affect the dependent variables are termed as:
  - a. Extraneous Variable
  - b. Continuous Variable
  - c. Extra Variable
  - d. None of the above
3. \_\_\_\_\_ is the starting point of research.
  - a. Review of literature
  - b. Developing research design
  - c. Collecting data
  - d. Define research problem
4. A \_\_\_\_\_ collects data on the same variable at regular intervals in the form of aggregate measures of a population.
  - a. Longitudinal design
  - b. Time series design
  - c. Cross sectional design
  - d. Panel design
5. Type-II error means
  - a. We reject null hypothesis although no true difference exist
  - b. We accept null hypothesis although no true difference exist
  - c. We reject null hypothesis although true difference exist
  - d. We accept null hypothesis although a true difference exist
6. One or two tail test will determine
  - a. If the two extreme values (min or max) of the sample need to be rejected
  - b. If the hypothesis has one or possible two conclusions
  - c. If the region of rejection is located in one or two tails of the distribution
  - d. Depending on types of error committed
7. A questionnaire that offers no scope for any respondents own view is called:
  - a. Closed-ended
  - b. Open-ended
  - c. Schedule
  - d. Unstructured
8. Interval and Ratio types of data by nature are:
  - a. Quantitative
  - b. Qualitative
  - c. Both quantitative and qualitative
  - d. All of the above

9. The JEL classification system was developed for use in the
- a. Journal of Economic Language
  - b. Journal of Economic Literature
  - c. Both a and b
  - d. None of the above
10. When should you use in-text citations within your research writing?
- a. At the end of each page
  - b. At the end of every paragraph
  - c. Whenever information has come from another source
  - d. None of the above

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**( Descriptive )**

Time : 1 Hr. 15 Mins.

Marks : 25

[ Answer question no.1 & any two (2) from the rest ]

1. What is business research? Discuss its significance in business. 1+4=5
2. What is research problem? What are the criteria of a good research problem? 3+7=10
3. a) Discuss about any two methods of probability sampling. 4+6=10  
b) Discuss about any three methods of Attitude Measurement Scale.
4. Fahim Ltd. is a leading air-conditioning product manufacturer. It has decided to fix the price of commercial air-conditioner at Rs.21,000. From past experience in fixing prices, the company has determined that standard deviation is Rs.3,200. Any decrease in the price will make the product unprofitable and any increase in price will make the price uncompetitive (industry average). In order to evaluate whether the price set by the company is optimal, it has undertaken a survey among select 50 customers. The survey revealed that mean of the price preference of the sampled customers is Rs 20,300. At 5% significance level, company wants to test the hypothesis that Rs.21,000 is an optimal price. You are requested to test the hypothesis on behalf of the company. Note: Critical values are:  $\pm 1.96$  at 5% level of significance 10
5. a) Write the meaning of research report. Give a structure of a research report. 2+5+3=10  
b) Write a brief note on JEL classification.

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