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Avinashilingam Institute for Home Science and Higher Education for Women
Deemed to be University Estd. u/s 3 of UGC Act 1956, Category A by MHRD (now MoE)
Re-accredited with A++ Grade by NAAC. CGPA 3.65/4, Category I by UGC
Coimbatore - 641 043, Tamil Nadu, India

Continuous Internal Assessment Test I – February 2026
VI Semester

Class : III UG
Major : B.Com PA

Time: 2 hours
Maximum Marks: 60

23BCPDE4H Business Research Methods and Project Work

Course Outcomes:

At the end of the course, students will:

1. Understand the importance of research in business
2. Identify business problems solved through research
3. Create research design for effective problem solving
4. Apply statistical tools and techniques in arriving solutions and interpretations
5. Develop research projects

Part - A

6 x 1 = 6

Choose the Correct Answer

1. The purpose of a survey is to
a. Description b. Evaluation c. Pration d. Provide Information CO1 K2
2. Identifying causes of a problem and possible solution to a problem is
a. Field Study b. Diagnostic study c. Action study d. Pilot study CO1 K1
3. Which one is called non-probability sampling?
a. Quota sampling b. Cluster sampling
c. Systematic sampling d. Stratified random sampling CO2 K3
4. Random sampling is also called
a. Availability sampling b. Probation sampling
c. Probability sampling d. Prospect sampling CO2 K2
5. The split-half method is used as a test of
a. Stability b. Internal reliability c. Inter-observer consistency d. External validity CO3 K1
6. In the process of conducting research 'Formulation of Hypothesis' is followed by
a. Statement of Objectives b. Analysis of Data
c. Selection of Research Tools d. Collection of Data CO3 K4

Part - B

3 x 6 = 18

Answer ALL Questions

Each answer should not exceed 400 words or two pages

7. a. Define Research and explain its characteristics. CO1 K1
(or)
7. b. What are the major issues relating to the research subjects? CO1 K2
8. a. Explain the significance of a research design. CO2 K3
(or)
8. b. What are the factors influencing the research design CO2 K2
9. a. Distinguish between primary data and secondary data CO3 K3
(or)
9. b. State the importance of scaling techniques CO3 K2

Part - C

3 x 12 = 36

Answer ALL questions

Each answer should not exceed 800 words or four pages

10. a. Explain the criteria of evaluation of Research CO1 K3
(or)
10. b. Explain the various types of research CO1 K4
11. a. Explain the different types of research Sampling CO2 K2
(or)
11. b. Describe the merits and demerits of proportionate stratified sampling CO2 K3
12. a. What are the uses of secondary data?. Explain its merits CO3 K1
(or)
12. b. Distinguish between Questionnaire and schedules CO3 K2