



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

Master's Degree Examination – May 2025

II Semester

Class : I M.Com/ I M.Com CA
Major : Commerce / Commerce Computer Applications

Time: 3 Hours
Max. Marks: 100

23MCOC10/23MCCC10 Business Research Methods

Course Outcomes:

CO1: Enable to identify and formulate different types of research problems

CO2: Familiarity in developing research design and sampling techniques

CO3: Knowledge on measurement and scaling techniques and tools for data collection

CO4: Ability to process the collected data

CO5: Application of statistical tools for testing hypothesis and preparation of research report

Part A

10 x 1 = 10

Choose the Correct Answer

- _____ is the first step in starting the research process. CO1K1
 - Searching online or offline
 - Identification of problem
 - Idea screening and concept development
 - Data collection
- _____ is the characteristic of research. CO1K1
 - Direct experience or observation
 - Cyclical
 - Precise judgement
 - All of the above
- _____ is called non-probability sampling. CO2K1
 - Quota sampling
 - Cluster sampling
 - Systematic sampling
 - Stratified random sampling
- _____ among the following statements is false in the context of participatory research CO2K1
 - It recognizes knowledge as power
 - It is a collective process of inquiry
 - It emphasizes people as experts
 - Its sole purpose is the production of knowledge
- In order to pursue the research, which of the following is priorly required? CO3K1
 - Developing a research design
 - Formulating a research question
 - Deciding about the data analysis procedure
 - Formulating a research hypothesis
- _____ is used as to judge the depth of any research. CO3K1
 - By research title
 - By research duration
 - By research objectives
 - By total expenditure on research
- Identifying causes of a problem and possible solution to a problem is CO4K1
 - Field Study
 - Diagnosis tic study
 - Action study
 - Pilot study
- Scale in which the respondent directly compares two or more objects and makes choices among them is CO4K1
 - Ranking Scale
 - Rating Scale
 - Graphic Scale
 - None of the above
- _____ type of report is report of action. CO5K1
 - Analytical report
 - Periodic report
 - Recommendation report
 - All of the above
- In a class total number of students is 42. From below, Meera's rank is 16. What is her rank from the top? CO5K1
 - 27
 - 28
 - 29
 - 30

Part B

5 x 6 = 30

Answer ALL questions

Each answer should not exceed 400 words or two pages

11.a. Explain the objectives of business research. CO1K2
(or)

11.b. Explain the need of research in the functional areas of business. CO1K2

12.a. Write the importance of research design. CO2K3
(or)

12.b. Explain probability sampling. CO2K2

13.a. Define scaling. Write the important scaling techniques. CO3K3

(or)

13.b. Explain pilot study and its uses in research. CO3K3

14.a. Calculate coefficient of correlation from the following data: CO4K4

X	100	200	300	400	500	600	700
Y	30	50	60	80	100	110	130

(or)

14.b. Two researcher adopted different sampling techniques while investigating the same group of customers to find the customers falling in different buying intelligence levels. CO4K3

Researcher	No. of customers in each level				Total
	Below Average	Average	Above Average	Genius	
1	86	60	44	10	200
2	40	33	25	2	100
Total	126	93	69	12	300

Are the two sampling techniques and buying intelligence significantly independent?

(Use $\alpha = 0.05$).

15.a. Explain the ethics with respect to science and research. CO5K3

(or)

15.b. Explain scientific misconducts. CO5K2

Part C

5 x 12 = 60

Answer ALL questions

Each answer should not exceed 800 words or four pages

16.a. Define research and elaborate the types of research. CO1K2

(or)

16.b. Explain the characteristics of good research problem. CO1K2

17.a. Explain the factors affecting research design. CO2K3

(or)

17.b. Explain the types of sampling design. CO2K3

18.a. Explain the methods of data collection. CO3K2
(or)

18.b. Explain the steps in drafting research report. CO3K3

19.a. Two random samples were drawn from two normal population and their values are: CO4K4

A	66	67	75	76	82	84	88	90	92		
B	64	66	74	78	82	85	87	92	93	95	97

Test whether the two populations have the same variance at the 5% level of significance.

($F = 3.36$) at 5% level for $\sqrt{1}=10$ and $\sqrt{2}=8$.

(or)

19.b. From the following data compute arithmetic mean CO4K4

Marks	0 -10	10 -20	20 - 30	30 - 40	40 -50	50 -60
No. of Students	5	10	25	30	20	10

20.a. Explain the scientific misconducts. CO5K3

(or)

20.b. Explain the various publication for social sciences research. CO5K2
