



Avinashilingam Institute for Home Science and Higher Education for Women
(Deemed to be University under Category 'A' by MHRD, Estd. u/s 3 of UGC Act 1956)
Re-accredited with 'A+' Grade by NAAC. Recognised by UGC Under Section 12B
Coimbatore - 641 043, Tamil Nadu, India

Master's Degree Examination – June / July 2021
II Semester

Class : I PG
Major : M.Com / M.Com CA

Time : 3 Hours
Max. Marks: 100

20MCOC11/ 20MCCC11 Business Research Methods

Part A

10x1=10

Choose the Correct Answer

1. A research aims at finding a solution for an immediate problem is_____.
a. Descriptive b. Qualitative c. Quantitative d. Applied
2. _____ research involves the combination of two areas of learning.
a. Experimental b. Inter-disciplinary c. Exploratory d. Historical
3. A sample design is a_____.
a. List b. Chart c. Plan d. Summary
4. A sampling is used to select every item on a list is_____.
a. Systematic b. Area c. Stratified d. Cluster
5. _____ is the method of data collection.
a. Survey b. Observation c. Interview d. All the above
6. Pilot survey means_____.
a. Preliminary b. Enumeration c. Descriptive d. None of the above
7. A measure of central tendency is often called_____.
a. Mean b. Average c. Median d. Mode
8. The term_____ was coined by Francis Galton in 19th century.
a. Correlation b. Editing c. Regression d. Coding
9. _____ is a statement of expectation or prediction that will be tested
by research.
a. Variance b. Chi-square c. Hypothesis d. Interpretation
10. ANOVA was developed by statistician_____.
a. Layman b. Marshall c. Fisher d. Mc Hugh

Part B

5x6=30

Answer ALL Question

Each answer should not exceed 400 words or two pages

- 11.a. Describe the Objectives of Research?
(or)
- 11.b. Generalize the various aspect of Research Problem?
- 12.a. Enumerate the characteristic of good Research Design?
(or)
- 12.b. Discuss the types of Sampling design?
- 13.a. Represent the important of Scaling Techniques?
(or)
- 13.b. Point out various steps in framing Questionnaire?
- 14.a. Evaluate the measures of Central Tendancy?
(or)
- 14.b. Calculate median from the following data:
Class: 0-10 10-20 20-30 30-40 40-50 50-60 60-70
Frequency: 8 12 20 23 18 7 2
- 15.a. Definition of Chi-square and its Limitations?
(or)
- 15.b. Test of independent from the following results.

Particulars	Children	Youth	Total
Not Criminal	80	40	120
Criminal	20	60	80
Total	100	100	200

Part C

5x12=60

Answer ALL Question

Each answer should not exceed 800 words or four pages

- 16.a. Evaluate various types of Research?
(or)
- 16.b. Point out the steps followed in Research Process?
- 17.a. State the factors that affecting Research Design?
(or)
- 17.b. Explain the Probability and Non-Probability Sampling?
- 18.a. Determine the methods of Collecting Primary Data?
(or)
- 18.b. Illustrate and describe the Pre-testing in Pilot Study?
- 19.a. Demonstrate the various steps in Data Processing?
(or)
- 19.b. To test the significance of difference between two mean from the following data.
Sample: I 61 63 65 66 67 68 63 67
 II 63 65 67 69 71 71 73 73 70 68

20.a. A sample of 200 persons infected with a particular disease was selected. Out of them 100 were given a drug and others were not. The results were observed as follows:

Particulars	No. of persons	
	Who were given the drug	Who were not given the drug
Cured	65	55
Not cured	35	45

Test whether the drug is effective in curing the disease.
(or)

20.b. Explain uses of ANOVA in test in Latin square design?