

KAMARAJ COLLEGE (Autonomous)

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(Affiliated to Manonmaniam Sundaranar University, Tirunelveli)

(4 Pages)

Reg. No:.....

Question Code:26E00709

Course Code: 24PMC033

PG Degree - End Semester Examinations, April 2026

Third Semester

M.COM

Business Research Methods

(For those who joined in July 2024 onwards)

Time : 3Hours

Maximum : 75 Marks

PART - A (10 × 1 = 10 Marks)

Answer ALL Questions

Choose the correct answer :

- CO:1
K:1
1. Which research studies are made with the object to gain familiarity to achieve new insights into it instead of form/hypothesis test?
- (a) Exploratory (b) Descriptive
(c) Formative (d) Diagnostic
- CO:1
K:2
2. What is the first step in the research process?
- (a) Extensive literature survey (b) Formulating the research problem
(c) Prepare the research design (d) Execution of the project
- CO:2
K:1
3. What is the next step after formulation of hypothesis in research?
- (a) Statement of objectives (b) Analysis of data
(c) Selection of research tools (d) Collection of data
- CO:2
K:2
4. In which sample design, once an item selected for sample cannot appear in the sample again?
- (a) Simple random (b) Complex random
(c) Stratified (d) Systematic
- CO:3
K:2
5. Rejecting of hypothesis which should have been accepted is _____ error.
- (a) Type I (b) Type II
(c) Type III (d) Type IV

- CO:3 6. Which hypothesis develops the planning of research?
K:2
(a) Working hypothesis (b) Null hypothesis
(c) Relational hypothesis (d) Descriptive hypothesis
- CO:4 7. Choose the test which is applied when the size of the sample is
K:1 small (less than 30).
(a) Chi-square (b) ANOVA
(c) F test (d) T test
- CO:4 8. Expand ANOVA.
K:2
(a) A government body which collects social statistics (b) The name of a statistical software package
(c) A one-way analysis of variance (d) A two-way analysis of variance
- CO:5 9. What is the last page of the research report?
K:1
(a) Bibliography (b) Appendix
(c) Index (d) Title page
- CO:5 10. According to the UGC guidelines on Plagiarism, upto what
K:2 percentage of similarity of text does not invite penalty?
(a) 10% (b) 16%
(c) 25% (d) 40%

PART - B (5 X 5 = 25 Marks)

Answer ALL Questions choosing either (a) or (b).

Answer should not exceed 250 words.

CO:1 11. (a) Infer the Objectives of the Research.

K:4 **(OR)**

(b) Classify Descriptive Research and Applied Research

CO:2 12. (a) Outline the characteristics of Research Design.

K:3 **(OR)**

(b) Construct the advantages and disadvantages of Stratified Random Sampling.

CO:3 13. (a) Explain the types of Observation method of collecting data.

K:3 **(OR)**

(b) Examine the guiding considerations in the construction of questionnaire.

CO:4 14. (a) Inspect the importance of chi-square in statistical analysis.

K:4 **(OR)**

(b) Explain the difference between Correlation and Regression.

CO:5 15. (a) Distinguish the precautions that the researcher should take while interpreting the findings of the study.

K:4

(OR)

(b) Identify the common features of Plagiarism checker.

PART - C (5 X 8 = 40 Marks)

Answer ALL Questions choosing either (a) or (b).

Answer should not exceed 600 words.

CO:1 16. (a) What do you mean by Research Methodology? Explain the process of framing Research Objectives

K:5

(OR)

(b) What is Reference Management Software? Describe the different Reference management tools used in Research.

CO:2 17. (a) Estimate the purpose of sampling.

K:4

(OR)

(b) Describe the steps to be followed in Sample survey method.

CO:3 18. (a) Determine the various methods of collecting research data and Explain its advantages and limitations.

K:5

(OR)

(b) Compile the key techniques of schedule sampling in research.

CO:4 19. (a) Interpret the various methods of Factor analysis in detail.

K:5

(OR)

(b) Construct the assumptions and general procedure followed while using Mann-Whitney test.

CO:5 20. (a) Explain the significance of a research report and narrate the various steps involved in writing Research report.

- (b) Explain the basic principles in Research ethics. Describe the ethical issues in research faced by the researcher and participants.