Q.P. Code : 60564

Second Semester M.Com. Degree Examination, July 2019

(CBCS – 2014-15 Scheme)

Commerce

Paper 2.4 – BUSINESS RESEARCH METHODS

Time : 3 Hours] *[Max. Marks : 70*

SECTION – A

1. Answer any **SEVEN** questions out of Ten. Each question carries **2** marks : **(7 × 2 = 14)**

   (a) Define Pure Research.

   (b) What is a Scientific Method?

   (c) Define a Hypothesis.

   (d) What is a P-value?

   (e) What is a interview schedule?

   (f) Define transcription in data processing.

   (g) Distinguish between a parameter and a statistic.

   (h) What is a t-test?

   (i) Define a level of significance.

   (j) State any two essentials of an effective research report.

SECTION – B

Answer any **FOUR** questions out of Six. Each question carries **5** marks : **(4 × 5 = 20)**

2. Explain the types of business research.

3. Discuss the different sources of Data.

4. Describe the steps involved in writing a research report.

5. Suppose you are given a set that classifies each sample unit into one of the four categories : A, B, C or D. You plan to create a compute data base consisting of these data, and you decide to code the data as A = 1, B = 2, C = 3 and D = 4.

   Are the data consisting of the classifications A, B, C and D qualitative or quantitative? After the data are input as 1, 2, 3 and 4 are they qualitative or quantitative? Explain your answers.

6. Suppose you want to select a sample of size two (n = 2) from a population consisting of four objects (N = 4). The four objects are assigned with the numerical values as 1, 2, 3, 4. Assume that each sample has the same chance of selection and the sample is simple random sampling without replacement.

   You are required to

   (a) Compute the mean of each sample

   (b) Compute the mean of the sampling distribution of sample means

   (c) Standard error of sampling distribution

7. For assessing the number of monthly transactions in credit cards issued by a bank, transactions in 25 credit cards were analysed. The analysis revealed an average of 7.4 transactions and sample standard deviation of 2.25 transactions.

   Find the confidence limits for the monthly number of transactions by all the credit card holders of the bank, assuming the level of significance at 5%.

SECTION – C

Answer any **THREE** questions out of Five. Each question carries **12** marks :

(3 × 12 = 36)

8. Describe the role of business research in planning and decision making.

9. Critically examine the different sampling methods.

10. Discuss the different research designs.

11. The following information is obtained in respect of 50 randomly selected students.

Educational Loan	Boys	Girls	Total
Taken	14	8	22
Not taken	16	12	28
Total	30	20	50

Can it be inferred that the availing of loans is more common among boys? Use 5% level of significance.

12. A manufacturer of LCD TVs claims that LCD TV is becoming quite popular, and that about 5% households are using LCD TV. However, a dealer of conventional TVs claims that the percentage of households with LCD TVs is less than 5%. In this connection a sample of 400 households was taken and it was found that only 18 households have LCD TV.

Test at 1% level of significance whether the claim of the company is taxable.
