

Roll No.

Total Pages : 2

352506**December 2023****B.Com. (Honours) Vth SEMESTER****Business Research Methods (BCOMH-506)**

Time: 3 Hours]

[Max. Marks: 75

Instructions :

1. *It is compulsory to answer all the questions (1.5 marks each) of Part-A in short.*
2. *Answer any four questions from Part-B in detail.*
3. *Different sub-parts of a question are to be attempted adjacent to each other.*

PART-A

1. (a) Approaches to research. (1.5)
- (b) Exploratory v/s Causal research. (1.5)
- (c) Data presentation styles. (1.5)
- (d) Non-probability sampling techniques. (1.5)
- (e) Type-II errors. (1.5)
- (f) Features of a good research design. (1.5)
- (g) Census v/s sample. (1.5)
- (h) Determination of sample size. (1.5)
- (i) Essentials of good research. (1.5)
- (j) Synopsis. (1.5)

PART -B

2. What do you mean by business research? Explain its objectives and significance for the ever changing business world. (15)
 3. (a) What are the secondary sources of data collection? (5)
(b) Explain the process of business research. (10)
 4. What is a sample? Describe the process of sampling. Discuss the principles of an effective sampling while conducting business research. (15)
 5. (a) Explain the various types of research designs. (5)
(b) What do you mean by literature review? Why is it needed? Explain the steps of searching literature using electronic databases like Scopus/Google Scholar. (10)
 6. (a) Write a short note on problems in conducting Social Science research in India. (5)
(b) What is a research problem? How do you formulate a research problem specific to economics/commerce /business? (10)
 7. What is a research report? Explain in a detailed manner the steps in report writing. Also, mention qualities of a good research report. (15)
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