

BACHELOR OF COMMERCE (Hons)
SIXTH SEMESTER
BUSINESS RESEARCH METHODS & PROJECT WORK
BCM-603

Duration : 1:30 hrs.

Full Marks: 35

Time : 10 min.

(PART-A: Objective)

Marks : 10

Choose the correct answer from the following:

1X10=10

1. A _____ is the entire group that you want to draw conclusions about.
 - a. sample
 - b. population
 - c. variable
 - d. object
2. There is an equal probability of selecting any particular item under _____.
 - a. sampling without replacement
 - b. sampling with replacement
 - c. simple random sampling
 - d. cluster sampling
3. _____ is the starting point of research..
 - a. Review of literature
 - b. Developing research design
 - c. Collecting data
 - d. Define research problem
4. A _____ collects data on the same variable at regular intervals in the form of aggregate measures of a population.
 - a. longitudinal design
 - b. time series design
 - c. cross sectional design
 - d. panel design
5. When the researcher notes down the responses from the interview conducted among the sample units, the technique is known as:
 - a. Through the questionnaire
 - b. Through a schedule
 - c. Through a structured annexure
 - d. Through an indirect tele conferencing
6. Research objectives ideally imply which one of the following:
 - a. Specific aim of the study
 - b. The goal which the researcher wants to attain
 - c. The contents of the study
 - d. None of these
7. Independent variables that are not related to the purpose of the study, but may affect the dependent variables are termed as:
 - a. Extraneous Variable
 - b. Continuous Variable
 - c. Extra Variable
 - d. None of the above
8. Which one among the following statement is true in the context of the testing of hypotheses?
 - a. It is only the alternative hypotheses that can be tested.
 - b. It is only the null hypotheses that can be tested.

c. Both the alternative and the null hypotheses can be tested.

d. Both the alternative and the null hypotheses cannot be tested.

9. The principal of a school conducts an interview session of teachers and students with a view to explore the possibility of their enhanced participation in school programmes. This endeavour may be related to which type of research?

a. Evaluation Research
c. Action Research

b. Fundamental Research
d. Applied Research

10. Direct personal interviews constitute.....

a. Tertiary data
c. Primary data

b. Secondary data
d. None of these

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(PART-B : Descriptive)

Time: 1 HRS 20 MINS

Marks : 25

[Answer question no.(1) & any two (2) from the rest]

1. Write the meaning of Research Design. What are the characteristics of good research design? 2+3=5

2. Discuss about the different types of measurement scale. 10

3. Explain the different techniques of probability sampling. 10

4. Fahim & Co. an online trader plans to test the effectiveness of three different advertisement programs in the electronic media. Each advertisement will be run for a month in various electronic media. You as advertising manager want to know the impact of these advertisements on the level of hits received by web site in three different months. The number of hits received in each month and the corresponding advertising program is given below: 10

Advertising Program	Month	Hits Received
Adv Prog-I	May	17000
Adv Prog-II	June	18200
Adv Prog-III	July	17400

Do you find any difference among the hits received during each week the advertising program was run? Show the calculation of your test with appropriate reasoning. Level of significance may consider 5%.

Note: The relevant critical value at 5% level of significance is 5.99.

5. What is business research? Discuss its scope and significance. 2+2+6=10

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