

MASTER OF COMMERCE
SECOND SEMESTER
BUSINESS RESEARCH METHODS
MCM – 203

**SET
B**

[USE OMR SHEET FOR OBJECTIVE PART]

Duration: 1.30 hrs.

Full Marks: 35

Time: 15 mins.

(Objective)

Marks: 10

Choose the correct answer from the following:

1 × 10 = 10

1. The content of research report is can be classified into three parts which are:
 - a. Prefatory items
 - b. Text
 - c. Terminal/Reference
 - d. All of the above
2. Choose the most appropriate statement.
Observations used in research are an example of

 - a. A methodological approach
 - b. A quantitative data collection method
 - c. A qualitative data collection method
 - d. A method of collecting data

3. A Blue print of Research work is known as _____.

 - a. Sampling design
 - b. Research design
 - c. Research approach
 - d. Research hypothesis

4. _____ describes the present state of affairs as it exists without having any control over variables.

 - a. Analytical research
 - b. Applied research
 - c. Descriptive research
 - d. Distinctive research

5. _____ research is based on the measurement of quantity or amount.

 - a. Qualitative
 - b. Quantitative
 - c. Descriptive
 - d. Numerical

6. 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

7. 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

8. A questionnaire that offers no scope for any respondent's own view is called:

 - a. Closed-ended
 - b. Open-ended
 - c. Schedule
 - d. Unstructured

9. When should you use in-text citations within your research writing?
- a. At the end of each page
 - b. At the end of every paragraph
 - c. Whenever information has come from another source
 - d. None of the above
10. When a respondent is asked either to agree or to disagree with the statement: "The CEO is doing a good job of managing the affairs of the corporation," This type of question produces _____ data.
- Attitude scales are used to measure:
- a. Attitude and opinions
 - b. People attitude
 - c. Attitude
 - d. Attitudes, opinions or values

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(Descriptive)

Time : 1 Hr. 15 Mins.

Marks : 25

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

1. What is Business Research? Discuss its significance and scope. 1+2+2=5
2. What is sampling? Write any two differences between probability and non-probability methods of sampling. Discuss about any three methods of probability sampling. 2+2+6=10
3.
 - a) Discuss about observation method and interview method of data collection. 4+6=10
 - b) Write a brief note on questionnaire construction.
4.
 - a) Explain the contents of a research report. 6+4=10
 - b) Write a brief note on APA style of referencing.
5. Write short notes on the following: 2.5×4=10
 - a) Likert Scale
 - b) Ratio Scale
 - c) Nominal Scale
 - d) Interval Scale

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