

MASTER OF COMMERCE  
SECOND SEMESTER [REPEAT]  
BUSINESS RESEARCH METHODS  
MCM – 203

**SET  
A**

[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*

- Which one of the following would you consider more appropriate while preparing a sample size?
  - Sample frame and sampling strategy
  - Ethical issues that might arise
  - Access to the set sample
  - The universe, sample frame, sampling strategy and budget
- The Research that aims at immediate application is called.....
  - Action Research
  - Empirical Research
  - Conceptual Research
  - Fundamental Research
- .....variable is the variable whose behaviour is to be measured as a result of an experiment.
  - Independent
  - Unknown
  - Known
  - Dependent
- The..... scale measurement has a natural zero.
  - Ratio
  - Nominal
  - Ordinal
  - Interval
- Which of the following is non-probability sampling technique?
  - Simple random sampling
  - Systematic Sampling
  - Judgment Sampling
  - Multistage Cluster Sampling
- Ethical norms in research involve all of the following guidelines except which one?
  - Thesis format
  - Copyright
  - Patenting policy
  - Data sharing policies
- Which one of the following is not a 'Multi Item Attitude Scales'?
  - Likert Scales
  - Semantic Differential Scales
  - Constant Sum Scales
  - Thurstone Scales
- The process of obtaining a numerical description of the extent to which a person or object possesses a certain characteristic is called.....
  - Measurement
  - Scaling
  - Questionnaire
  - Interview

9. Which one of the following actions constitutes plagiarism?
- a. Summarizing ideas from a source
  - b. Properly citing a source when directly quoting from it.
  - c. Quoting directly from a source and providing a citation
  - d. Rewriting a paragraph from a book with permission from the author.
10. 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 one type of research?
- a. Evaluation Research
  - b. Fundamental Research
  - c. Action Research
  - d. Applied Research

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**( Descriptive )**

Time : 1 Hr. 15 Mins.

Marks : 25

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

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|---|--------|
| 1. Critically analyse the Significance of Research in Business.                                       | 5      |
| 2. Explain the steps involved in sampling process.  | 10     |
| 3. Describe the layout of a good research report.   | 10     |
| 4. Elaborate the different types of research, highlighting their respective strengths and weaknesses. | 7+3=10 |
| 5. Write short notes <u>any two</u> of the following:   | 5×2=10 |
| a) Methods of data collection   |        |
| b) Importance of ethics in research   |        |
| c) Probability methods of sampling  |        |
| d) Ratio Scale  |        |

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