

MASTER OF COMMERCE
SECOND SEMESTER
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]

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 *any two* 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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