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4 (Sem-6/CBCS) HE 6 (BRMPW)

2022

## COMMERCE

(Honours Elective)

Paper : COM-HE-6066

**(Business Research Methods  
and Project Work)**

Full Marks : 50

Time : Two hours

**The figures in the margin indicate  
full marks for the questions.**

1. Answer **any four** of the following as directed : 1×4=4

(i) A complete enumeration of all the items in the 'population' is known as a \_\_\_\_\_ survey.

[Fill in the blank with appropriate word/ words]

(ii) Research methodology is a way to systematically solve the research problem.

[State whether the statement is true or false]

Contd.

2. Answer **any three** of the following questions :  $2 \times 3 = 6$

- (i) Briefly explain the meaning of research.
- (ii) Mention *any two* objectives of research.
- (iii) Briefly explain the meaning of research design.
- (iv) What is the meaning of 'field survey' ?
- (v) Write the meaning of semantic differential scale.
- (vi) Briefly explain the meaning of sampling.

3. Answer **any two** questions :  $5 \times 2 = 10$

- (i) Write a note on the scope of business research.
- (ii) Briefly explain the qualities of a good research.
- (iii) Briefly explain various components of a research problem.
- (iv) Write a note on survey method of research.
- (v) Explain the meaning of multi-dimensional scales.
- (vi) Write a note on ANOVA.

(iii) Review of literature is the last step in the research process.

*[State whether the statement is true or false]*

(iv) The \_\_\_\_\_ hypothesis is generally symbolized as  $H_0$ .

*[Fill in the blank with appropriate word/ words]*

(v) The first step in any research process is \_\_\_\_\_

*[Fill in the blank with appropriate word/ words]*

(vi) \_\_\_\_\_ errors are absent in a census survey.

*[Fill in the blank with appropriate word/ words]*

(vii) Primary data are those data which have already been collected and analysed by someone else.

*[State whether the statement is true or false]*

(viii) \_\_\_\_\_ is the process of obtaining information about an entire population by examining only a part of it.

*[Fill in the blank with appropriate word/ words]*

2. Answer the following questions

(i)

(ii)

(iii)

(iv)

(v)

(vi)

3. Answer the following questions

(i)

(ii)

(iii)

(iv)

(v)

(vi)

4. Answer **any three** of the following questions : 10×3=30

- (i) Explain the basic types of research.
- (ii) Elaborately explain the concept of 'unit of analysis'.
- (iii) Explain various steps in research process.
- (iv) Describe the techniques of defining a research problem.
- (v) What is a longitudinal study? Explain its advantages and disadvantages. 2+(4+4)=10
- (vi) What is Likert scale? Explain its advantages and limitations. 2+(4+4)=10
- (vii) Explain the meaning of secondary data. Mention various sources of secondary data. What precautions should the researcher take before using secondary data? 2+4+4=10
- (viii) Explain the reasons why sampling is used in the context of research studies.