

4. (a) Explain the nature and functions of a hypothesis in a research process.

10 Marks (CO1 and CO2)

OR

(b) Define ethics and explain the importance of ethics in business research with suitable examples.

2. (a) Distinguish between basic, fundamental and applied research.

10 Marks (CO2)

OR

(b) What do you mean by qualitative data? How do you quantify it?

10 Marks (CO2)

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Roll No.

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B. COM. (H) (SIXTH SEMESTER)
MID SEMESTER

EXAMINATION, April/May, 2022

BUSINESS RESEARCH METHODS AND
PROJECT WORK

Time : 1½ Hours

Maximum Marks : 50

Note : (i) Answer all the questions by choosing any **one** of the sub-questions.

(ii) Each question carries 10 marks.

1. (a) What is business research? Explain the importance of business research in managerial decision making.

10 Marks (CO1)

OR

(b) Explain the following ones :

10 Marks (CO1)

(i) Concept

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(2)

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(ii) Construct

(iii) Variables

2. (a) "Research is much concerned with proper fact finding, analysis and evaluation." Do you agree with this statement ? Give reasons in support of your answer.

10 Marks (CO1 and CO2)

OR

- (b) Indicate the sources of research process. Enumerate the steps of the research process. 10 Marks (CO1 and CO2)

3. (a) Give the sources of research problem. How a problem is identified ? Enumerate the criteria for the selection of a problem.

10 Marks (CO2)

OR

- (b) Define the term 'Review of literature'. How is it different from traditional meaning ? Enumerate the objectives and significance of review of literature.

10 Marks (CO2)

(3)

4. (a) Explain the nature and functions of a hypothesis in a research process..

10 Marks (CO1 and CO2)

OR

- (b) Define ethics and explain the importance of ethics in business research with suitable examples. 10 Marks (CO1 and CO2)

5. (a) Distinguish between basic, fundamental and applied research. 10 Marks (CO2)

OR

- (b) What do you mean by qualitative data ? How do you quantify it ? 10 Marks (CO2)

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