



III Semester M.Com. (FA) Examination, May 2024

(CBCS) (2021 – 22)

FINANCIAL ANALYSIS

Paper – 3.3 : Business Research Methods

Time : 3 Hours

Max. Marks : 70

SECTION – A

Answer **any seven** questions. **Each** sub-question carries **two** marks. (7×2=14)

1. a) What is ethics in research ?
- b) Write the meaning of the term “Jackknife Technique”.
- c) What do you mean by Double-Barreled questions ?
- d) Define Research.
- e) What is research design ?
- f) Write any two criteria for good Business Research.
- g) What is Action Research ?
- h) What is the main purpose of inductive theory ?
- i) What do you mean by Delphi survey method ?
- j) What is qualitative research ?

SECTION – B

Answer **any four** of the following. **Each** question carries **five** marks. (4×5=20)

2. How to identify the research gap ?
3. “A good research is the one, which reduces the distance between imagination and reality.” Explain with reference to significance of business research methods.
4. What is research problem ? What are the techniques involved in defining research problems ?
5. Explain the Type – I and Type – II errors in testing the Hypothesis.
6. How exploratory research design differs from conclusive research designs ?
7. Explain the importance of footnotes, bibliography and references in business research.



SECTION – C

Answer **any two** of the following. **Each** question carries **twelve** marks. **(2×12=24)**

8. Discuss the probability and non-probability sampling techniques.
9. "Nothing is right and wrong in business research, business research is an addition with an endless search for creating new knowledge for the growth and development of business." Elucidate with suitable examples.
10. Discuss the importance of primary data and secondary data in business research.
11. Discuss the importance of SPSS software for inferential analysis in business research.

SECTION – D

Answer the following.

(1×12=12)

12. The following data refers to the heights of the female M.Com. students. Test the following data, whether the variance height is equal to 3.5 inches.

Heights in inches : 63, 61, 61, 64, 65, 67, 65, 63, 67, 63, 64, 64, 61, 65 and 64.
