School	:	**School of Commerce & Management**
Course	:	**II Year III SEM – B. Com**
Subject Name	:	**Business Research Methods**
Subject Code	:	**BCO03105_BCH03105**

Max. Time: 1.5 hrs.   **Max. Marks: 12**

NOTE:-   Attempt four questions. There is internal choice in Q. 1 & 2, Q. 3 & 4, Q. 5 & 6 &   Q. 7 & 8.

Sec-A (CO 3) (Max. Marks-6)

Marks

Q.1   What is the meaning of measurement in research? What difference does it make whether we measure in terms of a nominal, ordinal, interval or ratio scale? Explain giving examples.   **(3)**

OR

Q.2   Under what circumstances researcher work on secondary data? Explain it by giving example of hypothetical research study.   **(3)**

Q.3   "Scaling describes the procedures by which numbers are assigned to various degrees of opinion, attitude and other concepts." Discuss. Also point out the bases for scale classification.   **(3)**

OR

Q.4   Explain and illustrate the procedure of selecting a random sample.   **(3)**

Sec-B (CO 4) (Max. Marks-6)

Q.5   The procedure of testing hypothesis requires a researcher to adopt several steps. Describe in brief all such steps.   **(3)**

OR

Q.6   A sample of 900 members is found to have a mean of 3.47 cm. Can it be reasonably regarded as a simple sample from a large population with mean 3.23 cm. and standard deviation 2.31 cm.?   **(3)**

Q.7   Distinguish between the following
(i) One-tailed test and two-tailed test;
(ii) Type I error and Type II error;
(iii) Acceptance region and rejection region   **(3)**

OR

Q.8   A sample of 600 persons selected at random from a large city gives the result that males are 53%. Is there reason to doubt the hypothesis that males and females are in equal numbers in the city? Use 5% level of significance.   **(3)**