III Semester M.Com. (FA) Examination, March/April 2025
(CBCS Scheme) (2021 – 22)
FINANCIAL ANALYSIS
Paper – 3.3 : Business Research Methods

Time : 3 Hours

Max. Marks : 70

Instruction : *Answers should be written in **English** only.*

SECTION – A

Answer **any seven** questions out of ten. **Each** question carries **two** marks.   (7×2=14)

1. a) What is Research Hypothesis ?
   b) What is snow ball sampling ?
   c) State the difference between deductive and inductive research approach.
   d) What is parametric test ?
   e) What is reliability and validity of data ?
   f) What do you mean by schedule ?
   g) What is AMOS ?
   h) What is Type I and Type II error ?
   i) What is univariate analysis ?
   j) What is sampling error ?

SECTION – B

Answer **any four** questions out of six. **Each** question carries **five** marks.   (4×5=20)

2. Explain the different types of business research.

3. Explain the pros and cons of non-parametric tests.

4. Explain the procedure of hypothesis testing.

5. Explain the factors to be considered while preparing a research report.

6. Monthly sales revenue of salesmen is Rs. 10 lakhs. The variance of the monthly sales of the salesmen is Rs. 16 lakhs. Manager feels that performance of the salesmen is declining. A random sample of 35 salesmen is taken from the normal population for which mean monthly sales revenue is found to be Rs. 10.5 lakhs. Check whether sales revenue of the salesmen has really declined at a 0.05 percent significance level.

7. Explain the uses of statistical packages in social science research.

P.T.O.

SECTION – C

Answer **any two** questions out of four. **Each** question carries **twelve** marks.**(2×12=24)**

8. Explain various types of multivariate statistical techniques in detail.

9. Describe four types of scaling techniques with merits and demerits.

10. Suppose that the Rotary Club was planning to survey 2000 of its members primarily to determine the percentage of its membership that currently own more than one car.
    a) Describe both the population and the sample of interest to the club.
    b) Describe the types of data that the club primarily wishes to collect.
    c) Develop the questionnaire needed by writing a series of five categorical questions and five numerical questions that you feel would be appropriate for this survey.

11. Explain the qualitative and quantitative methods of data collection with its merits and demerits.

SECTION – D

Compulsory Skill based question. **(1×12=12)**

12. A certain drug is claimed to be effective in curing cold. In an experiment on 500 persons with cold, half of them were given the drug and half of them were given the sugar pills. The patients' reactions to the treatment are recorded in the following table :

	Helped	Harmed	No effect	Total
Drug	150	30	70	250
Sugar pills	130	40	80	250
Total	280	70	150	500

On the basis of the data, can it be concluded that there is a significant difference in the effect of the drug and sugar pills ?