

Vidya Vikas Mandal's  
Shree Damodar College of Commerce & Economics, Margao-Goa  
SY B.Com, Semester-IV, Supplementary Examination August 2022  
Business Research Method(GE-5)

**Duration: 2hrs**

**Max Marks: 80**

**Instructions:**

- 1) Start each question on fresh page.
- 2) Figures to the right indicate maximum marks.

Q1. Answer any **four** of the following: (4 X 4 =16)

- a. Advantages of literature Review
- b. Characteristics of a good sample.
- c. Testing of hypothesis as a step in research problem.
- d. Snowball sampling.
- e. Sources of **secondary** data.
- f. Case study **method** of data collection.

Q2. Answer any **four** of the following: (4 X4=16)

- a. Graphical representation as a method of analysis
- b. Population and **Sample**
- c. Advantages of **scientific** research
- d. Research **Design**
- e. Primary data and its advantages
- f. Purposive Sampling

Q3. X. Describe the essentials of a good quality research. (12)

OR

Y. Summarise the various Probability Sampling techniques available to researchers

Q4. X. Discuss **Scientific** Research and highlight the different types of research undertaken by researchers. (12)

OR

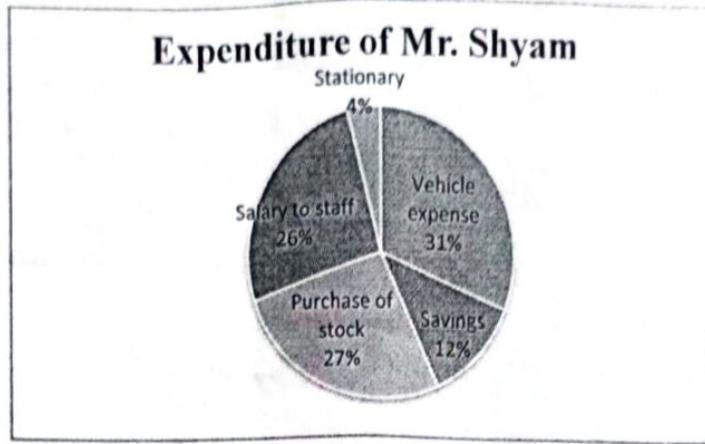
Y. Discuss Sampling Design and the steps involved in sampling design.

Q5. X. Describe the various steps involved in collecting data through **interview** method. (12)

OR

Y. Differentiate between a questionnaire and a **schedule**. Highlight the advantages of a questionnaire as a data collection tool.

Q6. X. a. Examine and interpret the results from the following Pie Chart which shows the expenditure of Mr. Shyam for the Month of June 2022. (6)



b. Descriptive statistics of weight distribution of male and female students in a class is given below. Examine and comment on the descriptive statistics result: (6)

Statistics	Boys	Girls
Mean	56kgs	47kgs
SD	5.835	4.641

Y. a. Descriptive statistics of Commodity prices of Onion and lime for the year March 2022 are given below. Examine and comment on the descriptive statistics result: (6)

Statistics	Onion	Lime
Mean Price	Rs170	Rs 42
SD	4.56	7.88

b. Libra Ltd tries to find the relationship between demand for its commodities and packaging expense incurred for the commodity over a period of time with Correlation analysis. The coefficient of correlation of the analysis is (r) is 0.96. Comment on the correlation coefficient and the relationship between dependent and independent variables. (6)