

Vidya Vikas Mandal's
Shree Damodar College of Commerce & Economics, Margao-Goa
SY B.Com, Semester-IV, Semester End Examination, April 2023
Business Research Methods (COG 136)

Duration: 2hrs

Max Marks: 80

Instructions:

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

Q1. Answer ANY 4 of the following in 50-80 words each (4x4=16)

1. Discuss "Identification of Business Opportunity" as a step in research process.
2. Describe the concept of hypothesis testing with null and alternate hypothesis.
3. Discuss the characteristics of good sample in research process.
4. Distinguish between nominal and ordinal scale of measurement.
5. Discuss case study as a method of Data collection.
6. Elaborate on Bibliography as an important element in research report.

Q2. Answer ANY 4 of the following in 50-80 words each (4x4=16)

1. Distinguish between qualitative and quantitative type of research.
2. Elaborate on the significance of literature review in research process.
3. Describe sampling design as a step in sampling process.
4. Discuss Convenient sampling as a method of sampling.
5. Explain Correlation v/s Regression Analysis.
6. Discuss focus group as a method of Data collection.

Q3. A) "Research is a process to discover new knowledge" Elaborate this statement with the importance of business research. (12)

OR

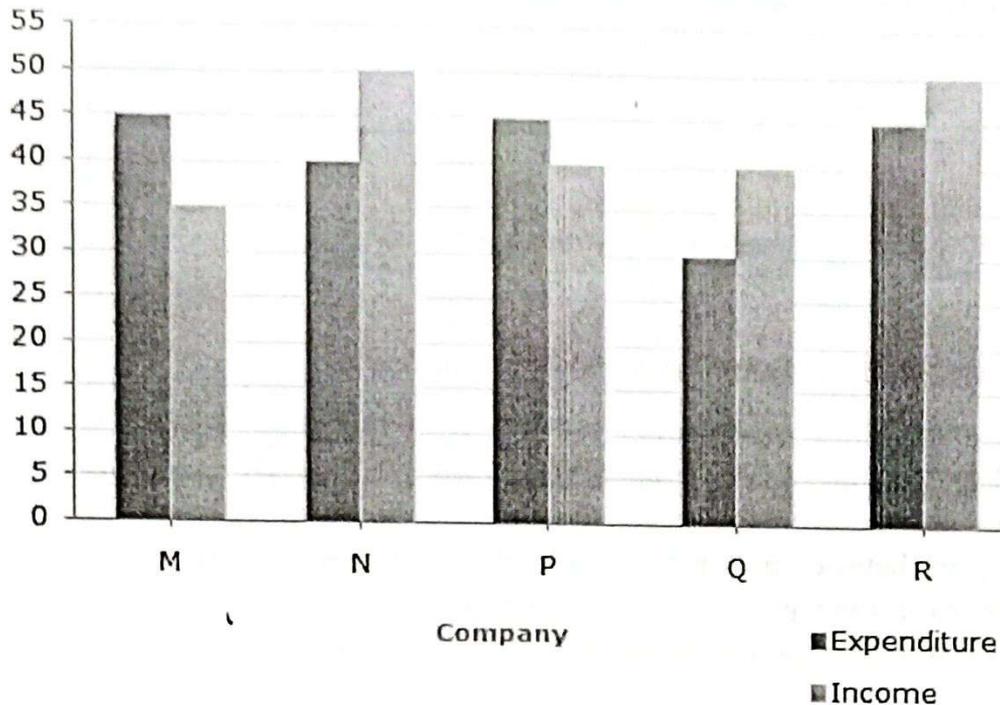
B) Elaborate on the different types of research available to a researcher. (12)

Q4. A) Discuss Probability Sampling and the different types of Probability Sampling techniques. (12)

OR

B) Define Population and Sample. Discuss the steps involved in Sampling Design (12)

Q5. A) The following bar graph shows the Income and Expenditures (in million US \$) of five companies in the year 2022. Study the bar graph and answer the following questions:



- Which companies earned the highest Income for the year 2022.
- Which Company incurred the lowest expenditure in the year 2022.
- How much more is company "P's" expenditure to company "N" for the year 2022.
- What is the difference between the income of company "Q" and company "R".
- Summarise the overall findings of the bar graph. (12)

OR

B) a) Descriptive statistics of share prices of Reliance Ltd and Infosys Ltd for the year March 2022 are given below. Examine and comment on the descriptive statistics result:

Statistics	Reliance Ltd	Infosys Ltd
Mean Share price	155	172.00
SD	14.56	17.88

b) A company tries to find the relationship between demand and price over a period of time with Correlation Analysis. The correlation coefficient was found to be 0.912. Comment on the correlation coefficient and the relationship between dependent and independent variable.

(12)

Q. 6. A) Describe the various types of interview methods available to a researcher. (12)

OR

B) Define Questionnaire, Discuss the different types of questions to be included in a questionnaire.