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

Duration: 2hrs

Instructions:
Max Marks: 80

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

Q1. Answer any **four** of the following.
(4x4=16)
   a. Research based on nature of study.
   b. Characteristics of a good sample.
   c. Identification of research problem as a step in research problem.
   d. Snowball sampling.
   e. Data and its characteristics.
   f. Focus Group Method of data collection.

Q2. Answer any **four** of the following .
(4x4=16)
   a. Scales of measurement
   b. Population and Sample
   c. Objectives of research
   d. Testing of Hypothesis
   e. Primary data and its advantages
   f. Probability Sampling

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

OR

Y. Elaborate on the different types of research undertaken by researchers.

Q4. X. Summarise the various Probability Sampling Techniques available to researchers.
(12)

OR

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

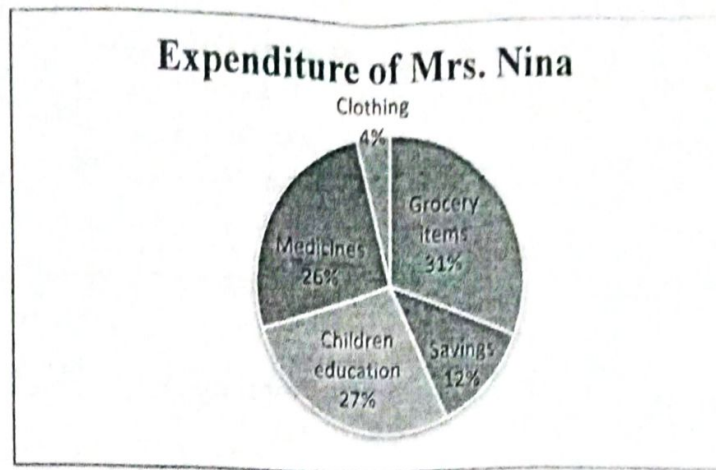Q5. X. Enumerate the different types of interviews to collect primary data.
(12)

OR

Y. Describe a questionnaire and the detailed steps involved in drafting of a questionnaire.

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

Expenditure of Mrs. Nina

b. Descriptive statistics of marks obtained by male and female students in Statistics isgiven below. Examine and comment on the descriptive statistics result: (6)

Statistics	Boys	Girls
Mean Marks	55	48
SD	5.735	4.941

OR

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

Statistics	Rice	Wheat
Mean Price	230 kg	255 kg
SD	14.56	17.88

b. Sunrise Ltd tries to find the relationship between demand for its commodities and Price of the commodity over a period of time with Correlation analysis. The coefficient of correlation of the analysis is (r) is 0.937.Comment on the correlation coefficient and the relationship between dependent and independent variables. (6)