

VidyaVikasMandal's
Shree Damodar College of Commerce & Economics, Margao-Goa
S.Y.B.Com Semester IV; Semester End Examination, April 2019
Business Research Methods (GE-5)

Time: 2 hours

Max Marks: 80

Instructions: 1) All questions are compulsory.
2) Figures to the right indicate full marks.

1. Write short notes on: **(4X4=16 Marks)**
 - a. Review of literature
 - b. Bibliography
 - c. Descriptive V/S Analytical research
 - d. Importance of research.
 - e. Case Study Method
 - f. Probability sampling

2. Write short notes on: **(4X4=16 Marks)**
 - a. Null and alternate hypothesis
 - b. Plagiarism in research
 - c. Research Design
 - d. Interview method
 - e. Snowball sampling
 - f. Correlation Analysis

3. i) A company tries to find the relationship between demand and price over a period of time with regression analysis. Following were the results of the regression analysis:

Model	Coefficients	p Value	R ²	R
Intercept	140	0.015	0.87	0.933
Price (Rupees)	-10	0.001		

- a. Comment on the correlation coefficient and the relationship between dependent and independent variable.
- b. Identify the dependent and independent variable and estimate the regression equation.
- c. Interpret the above regression results by estimating the relationship between Demand and price.
- d. Interpret the value of R².
- e. Estimate the demand for the commodity when price is Rs.15.

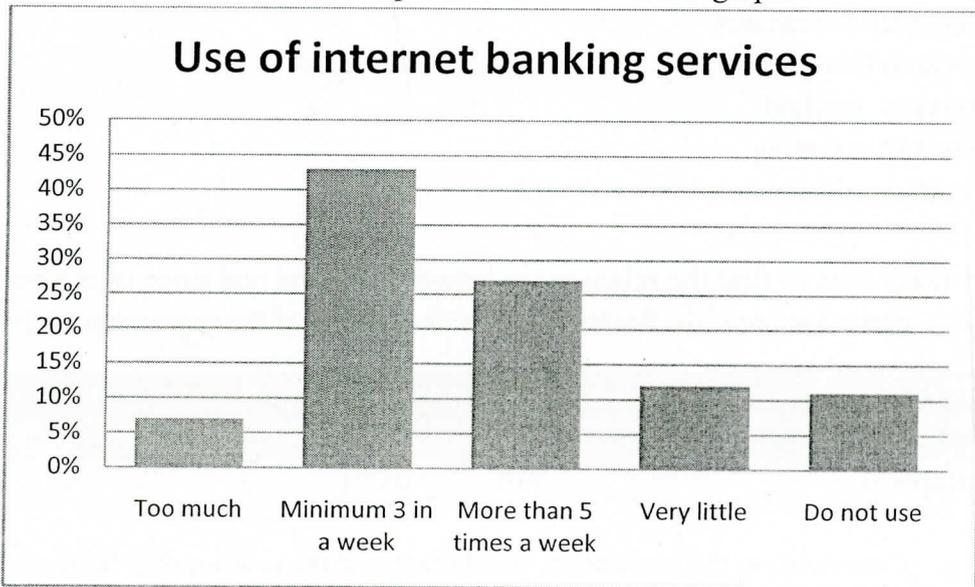
OR

ii) A company tries to find the relationship between its advertising expenditure and corresponding sales over a period of time with regression analysis. Following were the results of the regression analysis:

Model	Coefficients	p Value	R square	R
Intercept	3146.65	0.000	0.869	0.934
Expenditure	13.92	0.001		

- Comment on the correlation coefficient and the relationship between dependent and independent variable.
- Identify the dependent and independent variable and Estimate the regression equation.
- Interpret the above results by discussing the relationship between sales and expenditure.
- Interpret the value of R^2 .
- Estimate the value of sales when expenditure is Rs. 800. (12 marks)

4. i) The following graph shows the frequency of usage of net banking services by bank customers. Examine and interpret the results from the graph.

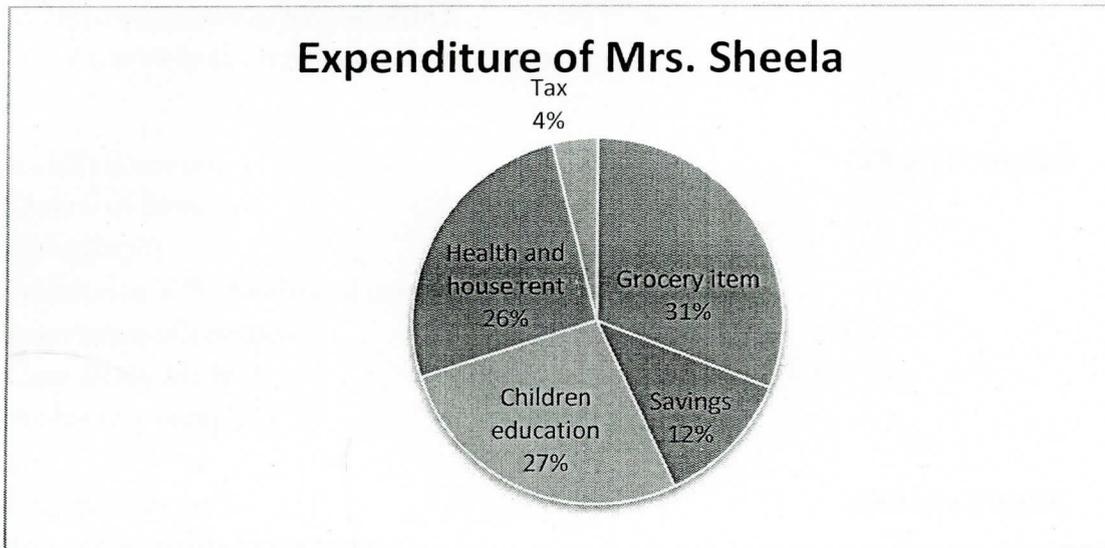


- ii) Descriptive statistics of share prices of MNC Ltd and CNN Ltd for the year March 2019 are given below. Examine and comment on the descriptive statistics result:

Statistics	MNC Ltd	CNN Ltd
Mean Share price	55	72.00
SD	14.56	17.88
Skewness	0.876	0.987
Kurtosis	7.89	8.65

OR

- i) The following Pie Chart shows the expenditure of Mrs. Sheela on different items in the Month of February 2019. Examine and interpret the results from the graph.



- ii) Descriptive statistics of marks obtained by male and female students in economics is given below. Examine and comment on the descriptive statistics result:

Statistics	Boys	Girls
Mean Marks	45	60
SD	5.876	4.555
Skewness	-0.86	1.24
Kurtosis	5.678	4.567

(12 Marks)

5. a) What is research? Describe the requirements of a good scientific research. (12 Marks)

OR

- b) What is sampling? Discuss the various probability sampling techniques.

6. a) Describe the various types of primary data collection methods. (12 Marks)

OR

- b) Describe any six types of interview methods available to a researcher.