



PG – 536

**II Semester M.Com. (Financial Accounting)/MFA Examination, June 2016
(Semester Scheme) (CBCS)
Paper – 2.7 : SC : BUSINESS RESEARCH METHODS**

Time : 3 Hours

Max. Marks : 70

Instruction: Answer *all* questions.

SECTION – A

1. Answer **any seven** sub- questions. **Each** sub-question carries **two** marks. **(2×7=14)**
- Define factor analysis.
 - What is a research design ?
 - List out key business research, evaluation methods.
 - What is 'K' related sample test ?
 - What is Null Hypothesis ?
 - List out data collection techniques.
 - Elucidate types of observation methods.
 - What is LISREL ?
 - Differentiate between Business Research and Pure Research.
 - What is experimentation process ?

SECTION – B

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

2. Explain the advantages of Behavioral and Non Behavioral observation methods.
3. What are the major uses of Market Survey Methods ?
4. Briefly explain Data mining techniques.

P.T.O.



5. Explain the types of rating and response scales.
6. When should a researcher use a judgement sample ? Briefly explain.
7. Elucidate key elements of a Research Proposal.

SECTION – C

Answer **any three** questions out of five questions. **Each** question carries **twelve** marks.

(3×12 = 36)

8. How do you test hypothesis for statistical significance ? Explain the process in detail.
 9. Explain the significance and types of Parametric and Non Parametric Tests detailing the requisite assumptions.
 10. It is argued that Analysis and interpretation of data are a managerial art. Discuss with contemporary examples.
 11. Discuss the merits and limitations of multiple Regression and interdependency techniques that are used in Business Research.
 12. Critically examine the usefulness of key sampling techniques preferred in Business Research.
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PG – 714

**II Semester M.F.A. Examination, June 2015
(Semester Scheme) (CBCS)
FINANCE AND ACCOUNTING
Paper – 2.7 SC : Business Research Methods**

Time : 3 Hours

Max. Marks : 70

Instruction : Answer all questions.

SECTION – A

1. Answer **any seven** sub-questions. Each sub-question carries **two** marks. **(2×7=14)**
- Differentiate Business Research from Market Research.
 - What is Data Mining ?
 - What is a Standard Error ?
 - What is Semantic Differential Scale ?
 - What is Transcription ?
 - What is Confidence Interval ?
 - What is 'Likert Scale' ?
 - What is Discriminant Analysis ?
 - What is 'Z' test ?
 - What is Cross Tabulation ?
 - List out steps in Sampling Design.

SECTION – B

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

- Differentiate exploratory research design from descriptive research design.
- Briefly explain the data collection methods, summarisation and presentation.
- Distinguish multi scale sampling plan from stratified sampling plan.
- Differentiate Cluster Analysis from Factor Analysis, with a suitable example.

P.T.O.



6. Explain the tools of collecting data.
7. Briefly explain major types of Statistical Analysis.

SECTION – C

Answer **any three** questions. **Each** question carries **twelve** marks. **(3×12=36)**

8. As a researcher, how do you organise a research report ? Explain with an example.
9. Discuss the concept of level of significance and the 'P' value in testing of hypothesis, highlighting the stages involved in hypothesis testing.
10. Explain the concepts and criticality of probability and non probability sampling designs in Business Research.
11. Explain key types of observational research studies highlighting advantages and limitations of the observational methods.
12. Experimental designs determine quality and objectives of a business research process. Explain with suitable examples.