Roll No. ☐☐☐☐☐☐☐☐☐☐☐   **Total No. of Pages : 02**

Total No. of Questions : 17

M.Com. (2019 Batch)   (Sem.–2)
BUSINESS RESEARCH METHODS
Subject Code : MCOP-203-18
M.Code : 75933

Time : 3 Hrs.   **Max. Marks : 60**

INSTRUCTIONS TO CANDIDATES :

1. **SECTION-A contains EIGHT questions carrying TWO marks each and students have to attempt ALL questions.**

2. **SECTION-B consists of FOUR Subsections : Units-I, II, III & IV. Each Subsection contains TWO questions each carrying EIGHT marks each and student has to attempt any ONE question from each Subsection.**

3. **SECTION-C is COMPULSORY and consist of ONE Case Study carrying TWELVE marks.**

SECTION-A

1. What is research?

2. What is primary data?

3. What is nominal scale?

4. What is multidimensional scales?

5. What is central limit theorem?

6. What is least square method?

7. What is heteroscedasticity?

8. What is hypothesis?

SECTION-B
UNIT-I

9. Describe research design for :

    a. Descriptive research   (4)

    b. Experimental research   (4)

10. Discuss the relevance of business research methods in present scenario. Explain by citing examples.   (8)

UNIT-II

11. Discuss in detail various measurement scales. Explain by taking examples. (8)

12. Write notes on :

   a. Types of classification (5)

   b. Role of tabulation (3)

UNIT-III

13. Write notes on :

   a. How sample size is determined? (4)

   b. Application of time series analysis . (4)

14. Write notes on :

   a. Importance of Index number (4)

   b. Methods of time series analysis (4)

UNIT-IV

15. What is regression? Discuss in detail the applications of regression. Explain by citing examples. (8)

16. Write notes on :

   a. Applications of chi-square (4)

   b. Applications of t-test (4)

SECTION-C

17. A transport firm is attempting to change from outdated technology to more new technology such as using tablets to increase worker mobility rather than PCs connected to Mainframes and use of cloud based system to track freight and drivers. Additionally company wishes to cut down on its storage requirements and also improve the current manual multipart complex form accompanying each shipment. You are hired as a system analyst to propose changes to the existing system, prior to which you wish to understand the present system in detail.

   a. List some primary sources of data that you would use to understand present system of working. (4)

   b. Do you think secondary data sources would be of any use here? Why or why not? (4)

   c. How would you design questionnaire to elicit the changes expected by the users of the current system. (4)

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.