

F-3110

Sub. Code

7PCO1C1

M.Phil DEGREE EXAMINATION, NOVEMBER 2019

First Semester

Commerce

METHODOLOGY OF BUSINESS RESEARCH

(CBCS – 2017 onwards)

Time : 3 Hours

Maximum : 75 Marks

Section A

(7 × 3 = 21)

Answer **all** questions.

1. Define Business Research.
2. What is a Hypothesis?
3. What is the meaning of measurement in Research?
4. What is Pilot study?
5. Write a note on Documentation in the context of a Research Report.
6. What is a Bibliography? What is its purpose?
7. Draw a table and show its components.

Section B

(4 × 6 = 24)

Answer any **four** of the following.

8. Discuss the process of setting up of hypothesis.
9. How would you select a sample of 150 students out of 3500 graduate students in a university?
10. Point out the possible sources of error in measurement. Describe the tests of sound measurement.
11. Why tabulation is considered essential in a research study? Narrate the characteristics of a good table.

12. Describe the precautions that the researcher should take while interpreting his findings.
13. Discuss interview as a technique of data collection.

Section C (2 × 10 = 20)

Answer **all** the questions, choosing either (a) or (b)

14. (a) Describe the different types of Research.

Or

- (b) "Research design in exploratory studies must be flexible but in descriptive studies, it must minimise bias and maximise reliability"– Discuss.
15. (a) "Report writing is more an art that hinges upon practice and experience "–Discuss.

Or

- (b) Enumerate the different methods of collecting data. Which one is the most suitable for conducting enquiry regarding family welfare programme in India?

Section D (1 × 10 = 10)

Answer the following.

16. "We can teach methods of analysis, Yet any extensive research.... requires something equally important, an organisation or synthesis which provides the essential structure into which the pieces of analysis fit". Examine this statement and show how a good research report may be prepared.

F-3111

Sub. Code

7PCO1C2

M.Phil. DEGREE EXAMINATION, NOVEMBER 2019

First Semester

Commerce

TECHNIQUES OF BUSINESS RESEARCH

(CBCS – 2017 onwards)

Time : 3 Hours

Maximum : 75 Marks

Section A

(7 × 3 = 21)

Answer **all** questions.

1. What is meant by In-depth interviews?
2. Define Correlation.
3. Bring out uses of ANOVA.
4. What is the nature of Chi-square test?
5. What is the significance of Non-parametric Tests?
6. Explain the sequential equation model.
7. State the various approaches to research.

Section B

(4 × 6 = 24)

Answer any **four** questions.

8. Elucidate measures of Asymmetry and Association of attributes.
9. Explain the importance of Chi-square test.
10. Differentiate Correlation and Association.

11. Point out the concepts of and applications of Canonical correlation.
12. Find the value of χ^2 for the following Information :
- | | | | | | |
|-------------------------------------|---|----|----|----|---|
| Class | A | B | C | D | E |
| Observed Frequency | 8 | 29 | 44 | 15 | 4 |
| Theoretical (or expected) frequency | 7 | 24 | 38 | 24 | 7 |
13. Discuss briefly about Testing of proportions and its importance.

Section C $(2 \times 10 = 20)$ Answer **all** questions, choosing either (a) or (b).

14. (a) 1000 students at college level are graded according to their I.Q. and their economic conditions. Use Chi-square test to find out whether there is any Association between economic conditions and the level of I.Q.

Economic condition	IQ			
	High	Medium	Low	Total
Rich	160	300	140	600
Poor	140	100	160	400
Total	300	400	300	1000

Or

- (b) Describe the techniques of ANOVA for One-way and Two-way classifications.
15. (a) 1800 candidates appeared for an examination, 450 were successful, 340 had attended a coaching class and out of these 200 came out successful. Estimate the utility of coaching class; use Yule's coefficient of Association.

Or

- (b) Given $r_{12} = 0.5$, $r_{13} = 0.4$ and $r_{23} = 0.1$, find $r_{12.3}$ and $r_{23.1}$.

Section D (1 × 10 = 10)

(Compulsory)

16. Find out regression co-efficients on Y on X and X on Y from the following data :

$$\sum X = 50, \bar{X} = 5, \sum Y = 60, \bar{Y} = 6, \sum XY = 350.$$
