

END TERM EXAMINATION

THIRD SEMESTER (BCOM(H)) JANUARY-2024

Paper Code: B.COM-205

Subject: Business Research

Time: 3 Hours

Maximum Marks:75

Note: Attempt any five questions. All questions carry equal marks.

- Q1 Decision making is a task of the manager. What are various scientific steps a manager must follow while going in for research.
- Q2 Differentiate between Concept, Indicators and Variables? Explain the types of Variables and their usage in details.
- Q3 Distinguish between primary data and secondary data. Describe primary and secondary methods of data collection.
- Q4 Explain the following terms in reference to research.
(a) Observation Methods
(b) Longitudinal studies
(c) Field study
- Q5 What do you mean by Uni- dimension and multi-dimensional scales. Discuss various types of measurement scales with example.
- Q6 (a) The mean life time of a sample of 100 fluorescent light tubes produced by a company is computed to be 1570 hours with a standard deviation of 120 hours. The company is 1600 hours. Using the level of significance of 0.01 is the claim acceptable. ($Z_{0.025}=1.96$, $Z_{0.005}=2.58$).
(b) Out of a sample of 120 persons in a village, 76 persons were administered a new drug for preventing influenza and out of them, 24 persons were attacked by influenza. Out of those who were not administered the new drug, 12 persons were not affected by influenza. Test for finding out whether the new drug is effective or not at 5% level of significance (Chi square at 5% =3.84 at 1 degree of freedom)
- Q7 What should be ideal structure of a research report? What are the elements of the structure defined by you?
- Q8 Write short note on:
(a) Different citation styles
(b) Ethics involved in research.
(c) Essentials of good research report.

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