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4 (Sem-6/CBCS) HE 6 (BRMPW)

2024

COMMERCE

(Honours Elective)

Paper : COM-HE-6066

**(Business Research Methods
and Project Work)**

Full Marks : 50

Time : Two hours

**The figures in the margin indicate
full marks for the questions.**

1. Answer the following questions as directed :

1×4=4

- (i) Data collected from household sources are termed as _____ data. (Fill in the blank with appropriate word/words)
- (ii) Schedule is a set of questions asked and filled by the _____. (Fill in the blank with appropriate word/words)
- (iii) The first step of research process is identification of problem.
(State whether the statement is True or False)

Contd.

(iv) Type II error is associated with null hypothesis. (State whether the statement is True or False)

2. Answer the following questions in brief :
2×3=6

- (i) Mention *any two* objectives of research.
- (ii) Give two properties of a good questionnaire.
- (iii) Write the meaning of 'unit of analysis' in research.

3. Answer *any two* questions : 5×2=10

- (i) Briefly explain the qualities of a good research.
- (ii) Mention different steps involved in a research process.
- (iii) Write a note on chi-square test.
- (iv) Write the advantages of sampling over complete enumeration.

4. Answer *any three* of the following questions : 10×3=30

- (i) What do you mean by research ? Explain its significance in the modern times.

(ii) Mention various types of probability and non-probability sampling used in research.

(iii) Give the meaning of primary data and secondary data with suitable examples. Explain the precautions that should be taken by a researcher before using secondary data.

(iv) Explain the basic types of research.

(v) What is Likert scale? Explain the advantages and limitations of Likert scale.

(vi) Write short notes on :

- (a) Laboratory study
- (b) Case study method