

Total number of printed pages-3

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

2025

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) Defining the research problem is the first and most critical step in research journey. (State whether the statement is True or False)

(ii) The depth of the research is judged by the _____ of the research.

(Fill in the blank with appropriate word/ words)

(iii) A research carried out to solve immediate problem is known as _____ research. (Fill in the blank with appropriate word/words)

(iv) A formal document that presents the research objectives, design of achieving the objectives and expected outcome of the study is known as _____. (Fill in the blank with appropriate word/words)

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

- (i) Mention *any two* objectives of research.
- (ii) Mention *two* differences between schedule and questionnaire.
- (iii) Define hypothesis.

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

- (i) Briefly explain the qualities of a good research.
- (ii) What are the important principles of sampling?
- (iii) Write short notes on Chi-square test.
- (iv) What are the principles to be followed while selecting sample size?

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

- (i) What do you mean by research? What are its objectives? Mention different steps involved in research process.
- (ii) What are the different methods of collecting primary data? Mention the difference between primary data and secondary data.
- (iii) What is Likert scale? Explain the advantages and limitations of Likert scale.
- (iv) What do you understand by processing of data? What are its different components?
- (v) Mention the structure of a good research design. What are the characteristics of a good research design?
- (vi) Write short notes on :
 - (a) Research Ethics
 - (b) Multidimensional Scale