

Total number of printed pages-4

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

2023

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 **any four** of the following as directed : 1×4=4
- (i) All the items under consideration in any field of enquiry constitute a _____.
(Fill in the blank with appropriate word/ words)
- (ii) A complete enumeration of all the items in the 'population' is known as a sample survey.
(State whether the statement is True or False)

Contd.

- (iii) Research is actually a voyage of discovery.
(State whether the statement is True or False)
- (iv) The _____ hypothesis is generally symbolized as H_1 . *(Fill in the blank with appropriate word/words)*
- (v) The first step in any Research Process is _____. *(Fill in the blank with appropriate word/words)*
- (vi) _____ errors are absent in a census survey. *(Fill in the blank with appropriate word/words.)*
- (vii) Secondary data are those data which have already been collected and analysed by someone else.
(State whether the statement is True or False)
- (viii) Census survey is impossible in the situations when population is infinite.
(State whether the statement is True or False)

2. Answer **any three** of the following questions : 2×3=6

- (i) Briefly explain the meaning of hypothesis.

- (ii) Mention *any two* objectives of Research.
- (iii) What is a Research Problem ?
- (iv) What is the meaning of 'Laboratory Study' ?
- (v) Write the meaning of Sampling.
- (vi) Briefly explain the meaning of Likert Scaling.

3. Answer *any two* questions : $5 \times 2 = 10$

- (i) Briefly explain the qualities of a good research.
- (ii) Briefly explain the concept of 'Unit of Analysis'.
- (iii) Write a note on Observational Method of Research.
- (iv) Write a note on Chi-square test.

4. Answer *any three* of the following questions : $10 \times 3 = 30$

- (i) What do you mean by research ? Explain its significance in the modern times. $2 + 8 = 10$

- (ii) Explain the various steps involved in Research Process. 10
 - (iii) Describe the techniques involved in defining a research problem. 10
 - (iv) Explain the basic types of research. 10
 - (v) Explain the advantages and limitations of Likert scale. 5+5=10
 - (vi) Mention the various sources of Secondary Data. Explain the precautions that should be taken by a researcher before using secondary data. 5+5=10
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