

- (h) Elucidate the Type I error and Type II error with examples.
- (i) Mention briefly the steps of sampling process.
4. Answer any one of the following : 10
- (a) What is a survey method? State the characteristics of good survey. 3+7=10
- (b) What are the steps involved in conducting secondary research? Explain the advantages and disadvantages of secondary research. 4+6=10
- (c) Explain the various measurement scales in research.

2023

COMMERCE

Paper : COMHE6046

(Business Research and Project Work)

Full Marks : 50

Pass Marks : 20

Time : 2 hours

The figures in the margin indicate full marks for the questions

1. Choose the correct option of any five of the following : 1×5=5
- (a) — research is a fact-finding investigation.
- (i) Descriptive
- (ii) Formulate
- (iii) Causal
- (iv) Explorative

(b) _____ research is a management tool that can be used for creating business strategies, managing production and managing growth.

- (i) Educational
- (ii) Social
- (iii) Descriptive
- (iv) Business

(c) The _____ research leads to discovery of new theories and development of existing theories.

- (i) experimental
- (ii) applied
- (iii) exploratory
- (iv) pure

(d) Research is only _____ enquiry into the system of knowledge to disapprove or approve or to arrive at new conclusions for the betterment of the existing system.

- (i) computerized
- (ii) systematic
- (iii) general
- (iv) specific

(e) _____ is the first step in starting the research process.

- (i) Searching online or offline
- (ii) Identification of problem
- (iii) Idea screening and concept development
- (iv) Data collection

(f) Action research means

- (i) a research initiated to solve an immediate problem
- (ii) a research with socioeconomic objective
- (iii) an experimental research conducted by researcher
- (iv) fundamental research which focus on long-term problem solving

(g) A hypothesis that states zero difference or no difference between the parameter and its assumed value is known as

- (i) simple hypothesis
- (ii) directional hypothesis
- (iii) non-directional hypothesis
- (iv) null hypothesis

(h) When a researcher rejects a true 'null hypothesis' (H_0) in his/her study and accepts the 'alternate hypothesis' (H_1), what type of error is likely?

- (i) Type I error
- (ii) Type II error
- (iii) Both Type I and Type II error
- (iv) Neither Type I nor Type II error

(i) What is the common type of ANOVA?

- (i) One-way ANOVA
- (ii) Two-way ANOVA
- (iii) Three-way ANOVA
- (iv) Four-way ANOVA

(j) Which chi-square distribution looks the most like a normal distribution?

- (i) A chi-square distribution with 4 degrees of freedom
- (ii) A chi-square distribution with 5 degrees of freedom
- (iii) A chi-square distribution with 6 degrees of freedom
- (iv) A chi-square distribution with 16 degrees of freedom

2. Answer any five the following : $2 \times 5 = 10$

- (a) What is unit analysis?
- (b) Define hypothesis.
- (c) Give the meaning of attributes.
- (d) What is exploratory research?
- (e) State Likert Rating Scale.
- (f) What is an observation method?
- (g) Define the term 'nominal scale'.

3. Answer any five of the following : $5 \times 5 = 25$

- (a) Explain the significance of research.
- (b) What are the purposes of business research?
- (c) Describe the steps involved in developing hypothesis.
- (d) Explain the various steps involved in research process.
- (e) Mention the key differences between primary research and secondary research.
- (f) What is longitudinal study? Describe its types. $1+4=5$
- (g) What is panel research method? Why is panel research method important? $1+4=5$