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63/1 (SEM-6) DSE4/COMHE6046

2024

COMMERCE

Paper : COMHE6046

(Business Research and Project Work)

Full Marks : 50

Pass Marks : 20

Time : Two hours

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

1. Choose the correct option any five from the following :
1×5=5

(a) A _____ is an abstraction formed by generalizations from particulars.

(i) Constructs

(ii) Concepts

(iii) Induction

(iv) Deduction

Contd.

(b) A hypothesis is a _____ about the predicted relationship among events or variables.

- (i) Statement
- (ii) Conclusions
- (iii) Prediction
- (iv) None of the above

(c) _____ Research deals with practical problems.

- (i) Basic
- (ii) Exploratory
- (iii) Applied
- (iv) Experimental

(d) Exploratory research is a _____ study of an unfamiliar problem.

- (i) Final
- (ii) Preliminary
- (iii) Casual
- (iv) None of the above

(e) Layout of the study of a research is called the _____.

- (i) Research Design
- (ii) Research method
- (iii) Research procedure
- (iv) Research problem

(f) The _____ scale places events in order.

- (i) Nominal
- (ii) Ordinal
- (iii) Interval
- (iv) Ratio

(g) Data processing consists of _____ coding and tabulation.

- (i) Entry
- (ii) Editing
- (iii) Classification
- (iv) None of the above

(h) If the study is related to one variable it is called _____ analysis.

- (i) Bivariate
 - (ii) Correlation
 - (iii) Casual
 - (iv) Unidimensional
- (i) Quantitative research is _____ based.

- (i) Variables
- (ii) Attributes
- (iii) Information
- (iv) None of the above

(i) A case study is a method of exploring or analysing the life of a _____

- (i) Social unit
- (ii) Statistical unit
- (iii) Several Units
- (iv) None of the above

2. Answer the following questions : **(any five)**
 $2 \times 5 = 10$

- (a) What is research ?
- (b) Mention two secondary data sources.
- (c) Give the meaning of construct.
- (d) What is linear regression ?
- (e) Define research problems.
- (f) What is chi-square test ?
- (g) What do you mean by variable ?

3. Answer the following questions : **(any five)**
 $5 \times 5 = 25$

- (a) What do you mean by exploratory research ? Mention the characteristics of exploratory research. $2+3=5$
- (b) What do you mean by basic research method ?
- (c) What is measurement scale ? What are the different measurements of scale ? $1+4=5$

(d) Difference between unidimensional and multidimensional scales.

(e) Write the meaning and formula of chi-square test.

(f) What are the scopes of business research ?

(g) What is ANOVA ? Write the assumptions of ANOVA. 1+4=5

(h) What is descriptive research ? Mention the characteristics of descriptive research. 3+2=5

(i) What is data series ? Difference between data series and data points. 3+2=5

4. Answer **any one** of the following : 10×1=10

(a) What is unit of analysis ? Explain the different types of unit of analysis with examples. 2+8=10

(b) What is field study research ? Discuss the different methods of field study research. 2+8=10

(c) What is sampling ? Discuss the different types of sampling. 2+8=10