

2025

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

(g) Describe the nominal levels of measurement.

3. Answer the following questions (any five): 5x5=25

(a) Describe the features of descriptive research.

(b) How does descriptive research differ from exploratory research?

(c) Discuss the advantages of experimental research.

(d) Describe the characteristics of a good measurement instrument.

(e) How can researchers ensure reliability and validity?

(f) Discuss the role of measurement in quantitative research.

(g) Explain the different types of qualitative measurement tools.

(h) Explain how hypothesis guide the research process.

(i) Explain the steps involved in testing a hypothesis.

4. Answer the following questions (any one): 10x1=10

(a) What is exploratory research? Explain its purpose and characteristics. 2+3+5=10

(b) Discuss the importance of measurement in research. Explain the different types of measurement scales. 5+5=10

(c) Explain the types of hypothesis. Discuss the characteristics of a good hypothesis. 5+5=10

1. Choose the correct answer (any five): 1x5=5

(a) What is the primary purpose of research?

- (i) To generate new knowledge
- (ii) To support personal opinion
- (iii) To confirm existing biases
- (iv) To entertain readers

(b) Which of the following is not a characteristic of research?

- (i) Systematic approach
- (ii) Based on empirical evidence
- (iii) Aimed at solving a specific problem
- (iv) Based on personal opinion without evidence

(c) The research which aims to explore a new phenomenon is _____

- (i) Descriptive research
- (ii) Exploratory research
- (iii) Causal research
- (iv) Applied research

(Turn Over)

(2)

(d) The type of research which establishes cause-and-effect relationships is _____.

- (i) Descriptive research
- (ii) Exploratory research
- (iii) Causal research
- (iv) Correlational research

(e) The level of measurement that categorizes data without any inherent order is _____.

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

(f) Which of the following is a characteristic of a reliable measurement instrument?

- (i) Consistency
- (ii) Validity
- (iii) Accuracy
- (iv) Precision

(g) A null hypothesis is _____.

- (i) a statement that there is a significant difference
- (ii) a statement that there is no significant difference
- (iii) a statement that supports the research hypothesis
- (iv) a statement that rejects the research hypothesis

(Continued)

(3)

(h) Which of the following is a characteristic of a good hypothesis?

- (i) Vague
- (ii) Testable
- (iii) Complex
- (iv) Ambiguous

(i) The first step in the research process is _____.

- (i) Literature review
- (ii) Data collection
- (iii) Problem identification
- (iv) Methodology development

(j) Which of the following is a purpose of a literature review?

- (i) To collect data
- (ii) To develop a research design
- (iii) To identify gaps in existing research
- (iv) To analyze data

2. Answer the following questions (any five) :

2x5=10

- (a) Mention any two types of quantitative measurement tools.
- (b) What are Type I and Type II errors in hypothesis testing?
- (c) Define Business Research?
- (d) What is qualitative research?
- (e) State any two characteristics of correlational research.
- (f) What is the importance of reviewing literature in the research process?

(Turn Over)