Reg. No. : ....

Name : ....

V Semester B.Com. Degree (C.B.C.S.S. – O.B.E. – Regular/Supplementary/ Improvement) Examination, November 2025
(2019 to 2023 Admissions)
Core Course
5B07COM : BUSINESS RESEARCH METHODOLOGY

Time : 3 Hours   Max. Marks : 40

PART – A

Answer **any six** questions from the following. **Each** question carries **1** mark.   **(6×1=6)**

1. Give the meaning of business research.

2. What is snowball sampling ?

3. What is sample size ?

4. What is Research Report ?

5. Define research problem.

6. What is Induction ?

7. Explain the concept of research design.

8. What is secondary data ?

PART – B

Answer **any six** questions from the following. **Each** question carries **3** marks.   **(6×3=18)**

9. Discuss the types of sampling techniques briefly.

10. Differentiate between primary data and secondary data.

11. Explain the importance of business research.

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12. What are the different types of hypothesis ? Explain.

13. Enumerate the characteristics of a good research problem.

14. Illustrate the methods of collecting primary data.

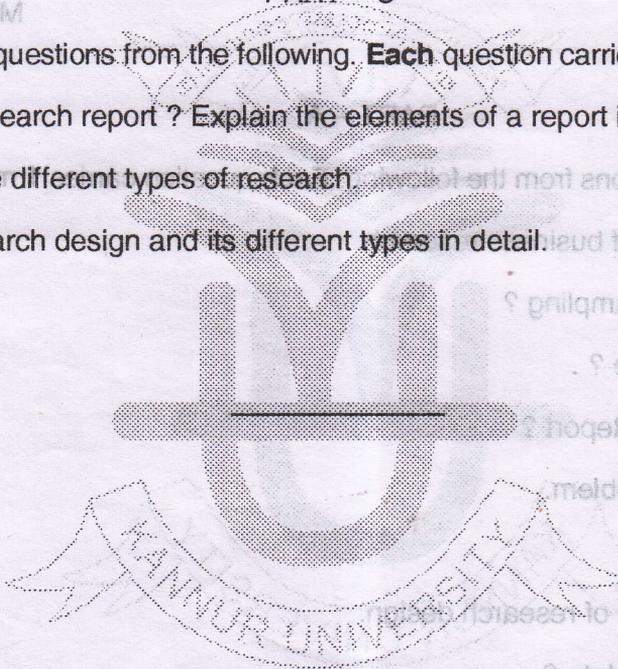15. Why is literature review important for research ?

16. What are the qualities of a good sample ? Validate.

PART – C

Answer **any two** questions from the following. **Each** question carries **8** marks. **(2×8=16)**

17. What is a research report ? Explain the elements of a report in depth.

18. Elaborate the different types of research.

19. Explain research design and its different types in detail.