

**63/1 (SEM-6) DSE4/COMHE6046**

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**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 : 2×5=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 : 5×5=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

- (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.

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