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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

(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

(j) 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)**

2×5=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)**

5×5=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 :

$10 \times 1 = 10$

- (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.  $2+8=10$