

# END TERM EXAMINATION

THIRD SEMESTER (B.COM(H)) DECEMBER-2024 JANUARY-2025

Paper Code: B.Com-205

Subject: Business Research

Time: 3 Hours

Maximum Marks: 60

Note: Attempt any five questions. All questions carry equal marks.

- Q1 Discuss the different types of research methodologies commonly employed in business studies. Compare and contrast qualitative and quantitative research methods, highlighting their respective strengths and limitations.
- Q2 Define and differentiate between conception, construct, attributes, variables, and hypotheses in the context of research. Provide real-world examples to clarify these concepts.
- Q3 Discuss the observational method in research. Evaluate its strengths and limitations in gathering data, citing examples of how it is used in business research contexts.
- Q4 Critically analyze the importance of data reliability and validity in research. Discuss how researchers ensure the reliability and validity of data collected through various methods mentioned in your study.
- Q5 Define and differentiate between nominal, ordinal, interval, and ratio measurement scales. Provide examples of each scale's application in business research.
- Q6 Outline the steps involved in the sampling process. Discuss different types of sampling techniques and the factors influencing sample size determination in research.
- Q7 Outline the steps involved in report writing. Discuss the importance of each step in ensuring a comprehensive and coherent research report.
- Q8 Discuss the ethical considerations that researchers should adhere to when preparing research reports. Explain how ethical principles are applied in reporting research findings.

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