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4 (Sem-6/CBCS) HE 6 (BRMPW)

2023

COMMERCE

(Honours Elective)

Paper : COM-HE-6066

**(Business Research Methods
and Project Work)**

Full Marks : 50

Time : Two hours

**The figures in the margin indicate
full marks for the questions.**

1. Answer **any four** of the following as directed : 1×4=4
 - (i) All the items under consideration in any field of enquiry constitute a _____.
(Fill in the blank with appropriate word/ words)
 - (ii) A complete enumeration of all the items in the 'population' is known as a sample survey.
(State whether the statement is True or False)

Contd.

(iii) Research is actually a voyage of discovery.

(State whether the statement is True or False)

(iv) The _____ hypothesis is generally symbolized as H_1 . (Fill in the blank with appropriate word/words)

(v) The first step in any Research Process is _____. (Fill in the blank with appropriate word/words)

(vi) _____ errors are absent in a census survey. (Fill in the blank with appropriate word/words.)

(vii) Secondary data are those data which have already been collected and analysed by someone else. (State whether the statement is True or False)

(viii) Census survey is impossible in the situations when population is infinite. (State whether the statement is True or False)

2. Answer **any three** of the following questions : $2 \times 3 = 6$

(i) Briefly explain the meaning of hypothesis.

(ii) Mention **any two** objectives of Research.

(iii) What is a Research Problem ?

(iv) What is the meaning of 'Laboratory Study' ?

(v) Write the meaning of Sampling.

(vi) Briefly explain the meaning of Likert Scaling.

3. Answer **any two** questions : $5 \times 2 = 10$

(i) Briefly explain the qualities of a good research.

(ii) Briefly explain the concept of 'Unit of Analysis'.

(iii) Write a note on Observational Method of Research.

(iv) Write a note on Chi-square test.

4. Answer **any three** of the following questions : $10 \times 3 = 30$

(i) What do you mean by research ? Explain its significance in the modern times. $2 + 8 = 10$

- (ii) Explain the various steps involved in Research Process. 10
- (iii) Describe the techniques involved in defining a research problem. 10
- (iv) Explain the basic types of research. 10
- (v) Explain the advantages and limitations of Likert scale. 5+5=10
- (vi) Mention the various sources of Secondary Data. Explain the precautions that should be taken by a researcher before using secondary data. 5+5=10