

**STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI – 600086.**  
**(For candidates admitted during the academic year 2019-2020 and thereafter)**

**SUBJECT CODE:19CM/PC/BR24**

**M.Com., DEGREE END SEMESTER EXAMINATION**  
**APRIL – 2021**

**COURSE : MAJOR CORE**

**PAPER : BUSINESS RESEARCH**

**TIME : 1 1/2 hrs**

**MAX MARKS:50**

**SECTION-A**

**ANSWER ANY THREE QUESTIONS**

**(3X10=30)**

- 1) What are the precautions to be followed in writing a Research report?
- 2) What is meant by hypotheses and what are the steps involved in testing of hypotheses?
- 3) Mean height (inches) (Place A) – 67.50  
Mean height (inches) (Place B) – 67.58  
SD of heights (Place A) - 2.5  
SD of heights (Place B) - 3.0  
Sample Size (Place A) - 1300  
Sample Size (Place B) - 1500

Test at 5% level that the mean height is the same for adults in the two places (Table value of Z at 5 % level for two tailed test is 1.96)

- 4) An IQ test was administered to 5 persons before and after they were trained. The results are given below:

<b>Candidates</b>	<b>I</b>	<b>II</b>	<b>III</b>	<b>IV</b>	<b>V</b>
IQ before training	110	120	123	132	125
IQ after training	120	118	125	136	121

Test whether there is any change in IQ after the training Programme.

**ANSWER ANY ONE QUESTION**

**(1X20=20)**

- 5) Explain in detail the Research Process.
- 6) A sample of hotels in a particular country was selected. The following table shows the number of hotels in each region of the country and in each of four grades.

GRADE	REGION		
	EASTERN	CENTRAL	WESTERN
I Star	29	22	29
II Star	67	38	55
III Star	53	32	35
IV Star	11	8	21

Show that there is evidence of a significant association between region and grade of hotel in this country by applying Chi-square test at 5% level of significance.

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