

STELLA MARIS COLLEGE(AUTONOMOUS) CHENNAI – 600 086.
(For candidates admitted during the academic year 2019-20 and thereafter)
COURSE CODE: 19CM/PC/BR24

MCOM DEGREE EXAMNATIONS – APRIL 2023
COMMERCE
SECOND SEMESTER

COURSE : MAJOR CORE
PAPER : BUSINESS RESEARCH
TIME : 3 HOURS

MAX. MARKS: 100

SECTION A

Answer any SIX questions

(6x10=60)

1. What do you mean by research? Explain its significance in modern times.
2. What are the characteristic features of a hypothesis?
3. Describe the steps involved in sampling design.
4. Distinguish between probability and non-probability sampling.
5. What are the steps involved in research process?
6. How can you avoid plagiarism in research study?

7. What should be the size of the sample if a simple random sample from a population of 4000 items is to be drawn to estimate the per cent defective within 2 per cent of the true value with 95.5 per cent probability? What would be the size of the sample if the population is assumed to be infinite in the given case?

8. In a population of 20 industrial units of the same size, all of which are experiencing excessive labor turnover problems. The past records show that the mean of the distribution of annual turnover is 320 employees, with a standard deviation of 75 employees. A sample of 5 of these industrial units is taken at random which gives a mean of annual turnover as 300 employees. Is the sample mean consistent with the population mean? Test at 5% level.

SECTION B

Answer any TWO questions

(2x20=40)

9. Discuss the different types of research.
10. "Scaling describes the procedures by which numbers are assigned to various degrees of opinion, attitude and other concepts." Discuss. Also point out the bases for scale classification.

11. The sales data of an item in six shops before and after a special promotional campaign are:

Shops	A	B	C	D	E	F
Before the promotional campaign	53	28	31	48	50	42
After the campaign	58	29	30	55	56	45

Can the campaign be judged to be a success? Test at 5 per cent level of significance.
Use paired t-test as well as A-test.

12. A die is thrown 132 times with following results

Number turned up	1	2	3	4	5	6
Frequency	16	20	25	14	29	28

Is the die unbiased?
