



K25U 2463

Reg. No. :

Name :

V Semester B.Com. Degree (C.B.C.S.S. – O.B.E. – Regular/Supplementary/
Improvement) Examination, November 2025
(2019 to 2023 Admissions)

Core Course

5B07COM : BUSINESS RESEARCH METHODOLOGY

Time : 3 Hours

Max. Marks : 40

PART – A

Answer **any six** questions from the following. **Each** question carries **1** mark. (6×1=6)

1. Give the meaning of business research.
2. What is snowball sampling ?
3. What is sample size ?
4. What is Research Report ?
5. Define research problem.
6. What is Induction ?
7. Explain the concept of research design.
8. What is secondary data ?

PART – B

Answer **any six** questions from the following. **Each** question carries **3** marks. (6×3=18)

9. Discuss the types of sampling techniques briefly.
10. Differentiate between primary data and secondary data.
11. Explain the importance of business research.

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2. What are the different types of hypothesis ? Explain.
3. Enumerate the characteristics of a good research problem.
4. Illustrate the methods of collecting primary data.
5. Why is literature review important for research ?
6. What are the qualities of a good sample ? Validate.

PART – C

Answer **any two** questions from the following. **Each** question carries **8** marks. (2×8=16)

17. What is a research report ? Explain the elements of a report in depth.
18. Elaborate the different types of research.
19. Explain research design and its different types in detail.