Reg. No. □□□□□□□□□

**III Semester M.Com. (HRD) Degree Examination, December 2018**
**(Choice Based Credit System)**
**COMMERCE**
**Business Research Methods**

Time : 3 Hours                                                                                     Max. Marks : 70

SECTION – A

Answer **any four** questions. **Each** question carries **10** marks.                      **(4×10=40)**

1. What are the difference between basic and applied research ? Explain with example.

2. Explain the probability and non-probability sampling methods.

3. What is the contextual relevance of Univariate, Bivariate and Multivariate analysis ?

4. Five children aged 2, 3, 5, 7 and 8 years old weigh 14, 20, 32, 42 and 44 kilograms respectively.

   a) Find the equation of the regression line of age on weight.

   b) Based on this data, what is the approximate weight of a six-year-old child.

5. Explain the steps involved in conducting a Statistical Test.

6. Calculate and analyse the correlation coefficient between the number of study hours and the number of sleeping hours of different students.

   | Study hours | 2 | 4 | 6 | 8 | 10 |
   |---|---|---|---|---|---|
   | Sleeping hours | 10 | 9 | 8 | 7 | 6 |

7. Develop a measurement scale to measure the customer opinion on different brands of motor cycle in Karnataka.

**P.T.O.**

## SECTION – B

Answer **any two** questions. **Each** question carries **15** marks. **(2×15=30)**

8. Explain the research design process with the help of a hypothetical research problem.

9. An e-commerce research company claims that 60% or more graduate students have bought merchandise on-line. A consumer group is suspicious of the claim and thinks that the proportion is lower than 60%. A random sample of 80 graduate students show that only 22 students have ever done so. Is there enough evidence to show that the true proportion is lower than 60% ? Conduct the test at 10% Type I error rate, and use the p-value and rejection region approaches.

10. Explain in detail the organisation and preparation of a research report.

_____