



K25U 2463

Reg. No. : .....

Name : .....

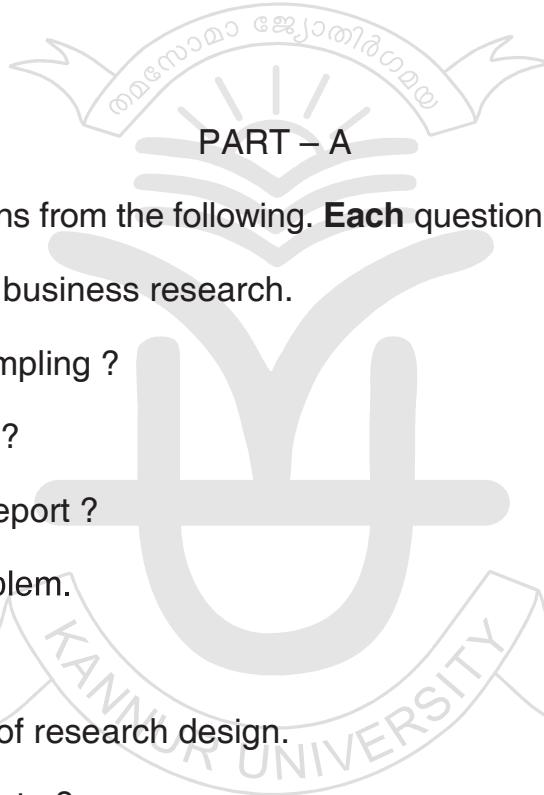
**V Semester B.Com. Degree (C.B.C.S.S. – O.B.E. – Regular/Supplementary/  
Improvement) Examination, November 2025  
(2019 to 2023 Admissions)**

**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.

P.T.O.



12. What are the different types of hypothesis ? Explain.
13. Enumerate the characteristics of a good research problem.
14. Illustrate the methods of collecting primary data.
15. Why is literature review important for research ?
16. 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.

