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School of Management and Business Studies
Department of Management
Odd Semester Examination - January 2023
B.Com (Hons.) V Semester
BCH501: Business Research Methods & Analytics

Roll No...

Duration: 3 Hour

Max. Marks -75

Section A - Short Answer

(5X6=30)

Note: Attempt any Six Questions, All questions carry equal marks

- Q1: Define research and write characteristics of good research.
- Q2: Differentiate qualitative and quantitative research
- Q3: What is a hypothesis and explain its types.
- Q4: What is a causal research design? What is the purpose?
- Q5: What are the primary scales, explain them.
- Q6: Write the meaning of reliability and validity.
- Q7: What do you mean by Exploratory and Descriptive research design?
- Q8: Differentiate between Business Analytics and Data Analytics
- Q9: What do you mean by Descriptive and Predictive analytics?

Section B-Long Answer

(15X3=45)

Note: Attempt any Three Questions; All questions carry equal marks

- Q1: What is Analytics and write the application of analytics in Business Functions.
- Q2: "Wal-Mart wants to conduct a survey to assess the satisfaction level of its consumers with respect to the product and service quality". Design a questionnaire for the above research problem having 10 questions, five of which should be on Likert scaling and five on ordinal scaling.
- Q3: You are asked to conduct a survey to assess the impact of online teaching on the mental and physical wellbeing of the school going kids. Explain the Research Process you are going to adopt to study the same..
- Q4: What are the probability and non-probability sampling techniques? Explain them
- Q5: Write a short note on:
 - a) Fundamental and applied research
 - b) Primary and secondary source of data

c) Attributes and variables

Q6: The marks scored by the students in a maths test are given below:

x	4	6	8	10	12
f	7	3	5	9	5

Find the mean, standard deviation and variance of marks.