

2025

COMMERCE

Paper : GE-404

(Business Research Methods)

Full Marks : 40

The figures in the margin indicate full marks.

*Candidates are required to give their answers in their own words
as far as practicable.*

Module - I

Answer *any two* questions.

1. (a) Discuss briefly the need for formulation of research problem.
(b) Explain the implication of literature review in business research. 5+5
2. (a) Briefly explain the concept of 'Ordinal Scale' with an example and also mention its characteristics.
(b) Discuss the different approaches for assessing reliability of scales. 5+5
3. (a) Distinguish between 'Exploratory research' and 'Conclusive research'.
(b) Elaborate the concept of 'structured' and 'unstructured' question with suitable examples. 5+5
4. (a) What is sampling bias?
(b) Can you identify the challenges that a researcher usually encounters while collecting primary data set from the respondents?
(c) Spell out the most common sources of secondary data in any accounting-financial based research. 2+4+4

Module - II

Answer *any two* questions.

5. (a) Write a short note on univariate analysis.
(b) Draw a left skewed and a right skewed box plot.
(c) What is coefficient of variation? How does it help a researcher? 5+2+(2+1)

Please Turn Over

(3096)

6. PQR Ltd. manufactures a special detergent and sells it through various retailers. It operates in 10 territories and is interested in finding out the relationship between sales (in kg) and other variables—target population (in '000) and per capita income (in ₹).

The analyst of the company has developed a multiple linear regression model based on the data. The regression output is as follows :

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.979*	.968	.952	.66806
a. Predictors: (Constant), Per Capital Income, Target population				

ANOVA*						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	138.974	2	69.487	155.45	.000 ^b
	Residual	3.126	7	0.447		
	Total	142.100	9			
a. Dependent Variable: Sales						
b. Predictors: (Constant), Per Capital Income, Target population						

Coefficients*						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-2.001	1.316		-1.521	.172
	Target Population	.047	.012	.563	3.878	.006
	Per Capita Income	.011	.004	.445	3.069	.018
a. Dependent Variable: Sales						

Interpret the above results.

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7. (a) How is ADF test used for unit root test in time series data analysis?
 (b) Explain the Johansen Cointegration Technique in case of time series data analysis. 4+6
8. (a) Discuss the different techniques of multivariate data analysis.
 (b) State the major uses of factor analysis.
 (c) Briefly explain the terms : Eigenvalue, Factor matrix. 5+2+3