

Reg. No.

--	--	--	--	--	--	--	--	--	--

CMH 455



**II Semester M.Com. Degree Examination, September/October 2022
(Choice Based Credit System)
COMMERCE
Business Research Methods**

Time : 3 Hours

Max. Marks : 70

SECTION – A

Answer **any four** questions out of seven, **each** question carries **10** marks.

Answer to **each** question should **not** exceed **4** pages.

(4×10=40)

1. What do you mean by business research ? Describe its importance.
2. What is the meaning of measurement in research ? What difference does it make whether we measure in terms of a nominal, ordinal, interval or ratio scale ? Explain giving examples.
3. What is a 'Scatter diagram' ? How does it help in studying correlation between two variables ? Explain.
4. Explain the terms :
 - a) Level of significance
 - b) One-tailed and two tailed tests.
5. The following data give the experience of machine operators and their performance ratings as given by the number of good parts turned out per 100 pieces :

Operator :	1	2	3	4	5	6	7	8
Experience (in years) (x) :	16	12	18	4	3	10	5	12
Performance Ratings (y) :	87	88	89	68	78	80	75	83

Calculate the regression line of performance ratings on experience and estimate the probable performance if an operator has 7 years experience.

6. In a random sample of 400 persons from a large population, 120 are females. Can it be said that males and females are in the ratio 5 : 3 in the population ? Use 1% level of significance.

P.T.O.

