II Semester M.Com. Degree Examination, June 2016
(CBCS)
COMMERCE
Paper – 2.4 : Business Research Methods

Time : 3 Hours   Max. Marks : 70

Instruction : *Use of simple non-programmable calculators and statistical tables is* **allowed**.

SECTION – A

Answer **any seven** questions out of ten. **Each** question carries **two** marks.   **(7×2=14)**

1. a) State the scope of business research.

    b) Mention the different types of research.

    c) What is research design ?

    d) State the limitations of sampling.

    e) Distinguish between sampling and non-sampling errors.

    f) Distinguish between nominal scale and ordinal scale.

    g) What is a dichotomous question ? Give examples.

    h) What is tabulation ? State its uses.

    i) What is executive summary ?

    j) What is bibliography ?

SECTION – B

Answer **any four** questions out of six. **Each** question carries **five** marks.   **(4×5=20)**

2. Distinguish between basic, fundamental and applied research.

3. Explain the major components of a good research study.

10. With the help of quantity cost curve explain the significance of EOQ. What are the limitations of using the formula for an EOQ ?

11. The following table gives data on normal time and cost and crash time and cost for a project.

Activity	Normal		Crash	
	Time (days)	Cost (Rs.)	Time (days)	Cost (Rs.)
1-2	6	1400	4	1900
1-3	8	2000	5	2800
2-3	4	1100	2	1500
2-4	3	800	2	1400
3-4	Dummy	-	-	-
3-5	6	900	3	1600
4-6	10	2500	6	3500
5-6	3	500	2	800

The indirect cost per day is Rs. 300.

a) Draw the network and identify the critical path.

b) What are the normal project duration and associated cost ?

c) Crash the relevant activities systematically and determine the optimum project completion time and cost.

12. Find the minimum transportation cost :

Source	D1	D2	D3	D4	D5	Available
S1	4	7	3	8	2	4
S2	1	4	7	3	8	7
S3	7	2	4	7	7	9
S4	4	7	2	4	7	2
Requirement	8	3	7	2	2	–