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4 (Sem-6/CBCS) HE 6 (BRMPW)

2025

**COMMERCE**

(Honours Elective)

Paper : COM-HE-6066

**(Business Research Methods  
and Project Work)**

Full Marks : 50

Time : Two hours

***The figures in the margin indicate  
full marks for the questions.***

1. Answer the following questions as directed :  
1×4=4

- (i) Defining the research problem is the first and most critical step in research journey. *(State whether the statement is True or False)*
- (ii) The depth of the research is judged by the \_\_\_\_\_ of the research.  
*(Fill in the blank with appropriate word/ words)*

(iii) A research carried out to solve immediate problem is known as \_\_\_\_\_ research. (Fill in the blank with appropriate word/words)

(iv) A formal document that presents the research objectives, design of achieving the objectives and expected outcome of the study is known as \_\_\_\_\_. (Fill in the blank with appropriate word/words)

2. Answer the following questions in brief :  
2×3=6

- (i) Mention *any two* objectives of research.
- (ii) Mention *two* differences between schedule and questionnaire.
- (iii) Define hypothesis.

3. Answer *any two* questions : 5×2=10

- (i) Briefly explain the qualities of a good research.
- (ii) What are the important principles of sampling?
- (iii) Write short notes on Chi-square test.
- (iv) What are the principles to be followed while selecting sample size?

4. Answer *any three* of the following questions : 10×3=30

- (i) What do you mean by research? What are its objectives? Mention different steps involved in research process.
- (ii) What are the different methods of collecting primary data? Mention the difference between primary data and secondary data.
- (iii) What is Likert scale? Explain the advantages and limitations of Likert scale.
- (iv) What do you understand by processing of data? What are its different components?
- (v) Mention the structure of a good research design. What are the characteristics of a good research design?
- (vi) Write short notes on :
  - (a) Research Ethics
  - (b) Multidimensional Scale