



Chhatrapati Shahu Ji Maharaj
University, Kanpur

Answer Script Details
Barcode 11568280

Roll No. 24154000563
Total Mark 54/75.00

Exam M.Com-III_ODD_EXAM_NOV_2025
Subject C010901T - Business Research Methodology

Question wise Mark Summary

Q.No Mark Q.No Mark Q.No Mark Q.No Mark

1A 4/5

1B 3/5

1C 3/5

1D 3/5

1E 3/5

1F 4/5

1G 2/5

1H 3/5

1I 4/5

2 0/15

3 13/15

4 0/15

5 0/15

6 12/15

7 0/15

8 0/15

9 0/15

**Chhatrapati Shahu Ji Maharaj University
Kanpur, Uttar Pradesh**

PART-I

Date of Exam: 12/11/25 Shift: II
 Branch No: LI-2
 Business Research III
 Paper Code: C010901T Subject: Methodology Year: Sem. III
 Name of Candidate: UMRA IQBAL
 Roll No: 24154000563

Signature of Candidate: *Umra*
 Signature of Invigilator: *Amal*
 COE Facsimile: *Chhatrapati Shahu Ji Maharaj University*

PART-II

MARKS OBTAINED

Q.	1	2	3	4	5	6	7	8	9	10
(a)										
(b)										
(c)										
(d)										
(e)										
(f)										
(g)										
(h)										
(i)										
(j)										
Total										
Total Marks in Figures										Max. Marks
Total Marks in Words										



C010901T
Paper Code



Signature of Evaluator

PART-III

Course: M.com
 Session: 2025-26 Year/Semester: 3
 Subject: Business Research Methodology
 Paper Code: C010901T
 Exam Date: 12112025
 Name of Candidate: UMRA IQBAL
 Father's Name: SYED IQBALMASOOD

सहायिका का कोड
College Code: KN01

परीक्षा केंद्र का कोड
Exam Centre Code: KN01


A	A	0	0
B	B	1	1
C	C	2	2
D	D	3	3
E	E	4	4
F	F	5	5
G	G	6	6
H	H	7	7
I	I	8	8
J	J	9	9
K	K	0	0
L	L	1	1
M	M	2	2
N	N	3	3
O	O	4	4
P	P	5	5
Q	Q	6	6
R	R	7	7
S	S	8	8
T	T	9	9
U	U	0	0
V	V	1	1
W	W	2	2

परीक्षा का प्रकार
Type of Exam:

नियमित Regular
 छात्रों के लिए Ex. Student
 निजी Private
 आंतर-पत्र परीक्षा Back paper Exam

ANSWER BOOKLET NO.
11568280

C010901T
Paper Code



PART-IV

समावेशन संख्या
Enrollment Number: CSJMA24000127898

परीक्षार्थी अभ्यर्थक संख्या
Candidate's Roll Number: 24154000563

0	0	0	0	0	0	0	0	0	0	0
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2	2	2	2	2	2	2	2	2	2	2
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4	4	4	4	4	4	4	4	4	4	4
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7	7	7	7	7	7	7	7	7	7	7
8	8	8	8	8	8	8	8	8	8	8
9	9	9	9	9	9	9	9	9	9	9

पेपर कोड Paper Code: C010901T

A	0	0	0	0	0	0	0	0	0	0
B	1	1	1	1	1	1	1	1	1	1
C	2	2	2	2	2	2	2	2	2	2
D	3	3	3	3	3	3	3	3	3	3
E	4	4	4	4	4	4	4	4	4	4
F	5	5	5	5	5	5	5	5	5	5
G	6	6	6	6	6	6	6	6	6	6
H	7	7	7	7	7	7	7	7	7	7
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J	9	9	9	9	9	9	9	9	9	9
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P	5	5	5	5	5	5	5	5	5	5
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S	8	8	8	8	8	8	8	8	8	8
T	9	9	9	9	9	9	9	9	9	9
U	0	0	0	0	0	0	0	0	0	0
V	1	1	1	1	1	1	1	1	1	1
W	2	2	2	2	2	2	2	2	2	2

Umra
Signature of Candidate

Amal
Signature of Invigilator

C S Facsimile

Chhatrapati Shahu Ji Maharaj University
COE Facsimile

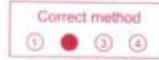
शेड : 1. परीक्षा की प्रतिष्ठा बनाए रखने के लिए आवश्यक करने में पूरा ध्यान देना। 2. परीक्षा की सुरक्षा को सुनिश्चित करने के लिए परीक्षा केंद्रों को सुरक्षित रखना। 3. परीक्षा की सुरक्षा को सुनिश्चित करने के लिए परीक्षा केंद्रों को सुरक्षित रखना।

INSTRUCTIONS TO THE CANDIDATE FOR FILLING PART-I

1. Read the instructions carefully given on the answer script and admit card.
2. Write Date of Exam, Shift, Paper Code & Name of Subject Correctly.
3. Write Name & Roll No. Correctly.
4. Write Semester & Branch Correctly.

INSTRUCTIONS TO THE CANDIDATE FOR FILLING PART-III

1. Use blue or black ball point pen for writing alphabets & numerals in Boxes.
2. Carefully study the example before you start marking.
3. As shown in the example below blacken the circles completely.



4. Make no Stray marks on this sheet.
5. DO NOT WRITE OR MARK ON THE BAR CODE.

IN ORDER TO AVOID UFM (UNFAIR MEANS):

1. The Roll No. and Answer Book no. found elsewhere or any other symbol found in the answer book will be treated, as unfair means.
2. Any tempering of Bar Code and Booklet no shall be treated as Unfair Means.
3. Do Not bring the materials like slip of paper/mobile/digital diaries/ study material/ revision notes in examination hall. Possession of the mobiles/ digital diaries/ electronic watch and any other electronic gadget except memory less scientific calculator shall be considered as UFM case.
4. Do not keep or paste currency note in answer script it shall be consider as UFM.

अनुचित साधन से बचने हेतु:

1. उत्तर पुस्तिका के निर्दिष्ट स्थान को छेदकर अनुक्रमांक एवं उत्तरपुस्तिका का क्रमांक कहीं और न लिखें तथा कोई भी चिन्ह न बनायें क्योंकि यह अनुचित साधन प्रयोग की परिधि में आता है।
2. उत्तर पुस्तिका के बारकोड अथवा उत्तर पुस्तिका संख्या पर छेद करने पर अनुचित साधन प्रयोग माना जायेगा।
3. परीक्षा कक्ष में विभिन्न बस्तुएं, साधन न ल्याये, जैसे लिखे हुए कागज के टुकड़े, मोबाइल, डिजिटल कलमरी, कोपी, पुस्तक गह राबी वस्तुएं जो अनुचित साधन के अन्तर्गत आती है। केवल संबंधित प्रश्नपत्र में ही मैगरी जैसे साइटविक कंब्यूटेटर ले जाने की अनुमति है।
4. उत्तर पुस्तिकाओं में क्लबे न रखें न ही उत्तर पुस्तिका में चिह्नकार्य। ऐसा करना अनुचित साधन प्रयोग की परिधि में आता है।

परीक्षार्थी के लिए निर्देश

1. प्रवेश द्वार एवं उत्तर पुस्तिका पर दिये गये निर्देशों को ध्यान से पढ़ें।
2. कवर पृष्ठ के दूसरी तरफ कुछ न लिखें।
3. उत्तर पुस्तिका के पृष्ठों पर दोनों तरफ लिखें।
4. प्रश्न पत्र पर अपने अनुक्रमांक के अतिरिक्त कुछ न लिखें।
5. प्रश्न पत्र कोड एवं प्रश्न पत्र कोड साक्यानी पूर्णक लिखें।
6. अपनी स्थिति स्पष्ट लिखें।
7. उत्तर पुस्तिका के पृष्ठों की संख्या देखें। अगर उत्तर पुस्तिका में पृष्ठ (1-24) से कम है या फटे हुए हैं, तो परीक्षा शुरू होने के पूर्व दूसरी उत्तर पुस्तिका ले लें।
8. प्रश्नपत्र को देख, यदि प्रश्नपत्र के विषय कोड, विषय का नाम तथा प्रश्न में कोई त्रुटि है तो उसके परीक्षा शुरू होने के 30 मिनट के अन्दर वह निरीक्षक को तत्काल सूचित करें, उसके बाद विश्वविद्यालय द्वारा कोई कार्यवाही नहीं की जायेगी।
9. प्रश्नों के उत्तर लिखने के लिये पेंसिल का प्रयोग न करें।
10. B कोपी या अतिरिक्त प्राक नहीं दिया जायेगा।

INSTRUCTIONS TO THE CANDIDATE

1. Read the instructions carefully given on the Question Paper, Admit Card & Answer Script.
2. Do not write anything on back side of the cover page.
3. Write on both sides of pages of answer book.
4. Do not write anything on question paper except Roll Number.
5. Write Paper Code & Question Paper Id carefully.
6. CHECK the number of pages (1-32) or any other kind of damage in your answer script, if found than change the answer script immediately before the commencement of examination.
7. CHECK the Question Paper for any kind of discrepancy e.g. Subject Code, Subject Name and Question of the Question Paper during first THIRTY MINUTES of the commencement of the exam, so that it can be corrected in TIME. After that no corrections shall be entertained by the university.
8. Do not use pencil for answering the question.
9. Write status correctly e.g. those appearing in carry over papers should fill in status as Carry Over. Those appearing as Ex-Students should fill in status as ex.
10. No supplementary answer book & graph paper will be provided.

INSTRUCTIONS TO THE CANDIDATE FOR FILLING PART-IV

1. Use blue or black ball point pen for writing alphabets & numerals in Boxes.
2. Use blue or black ball point pen for filling the circles.

1	8	1	5	4	3	2	1	6	9
⊙	⊙	⊙	⊙	⊙	⊙	⊙	⊙	⊙	⊙
⊙	●	⊙	●	⊙	⊙	⊙	●	⊙	⊙
⊙	⊙	⊙	⊙	⊙	⊙	●	⊙	⊙	⊙
⊙	⊙	⊙	⊙	⊙	●	⊙	⊙	⊙	⊙
⊙	⊙	⊙	⊙	⊙	⊙	⊙	⊙	⊙	⊙
⊙	⊙	⊙	⊙	⊙	⊙	⊙	⊙	⊙	⊙
⊙	⊙	⊙	⊙	⊙	⊙	⊙	⊙	⊙	⊙
⊙	⊙	⊙	⊙	⊙	⊙	⊙	⊙	⊙	⊙
⊙	⊙	⊙	⊙	⊙	⊙	⊙	⊙	⊙	⊙
⊙	⊙	⊙	⊙	⊙	⊙	⊙	⊙	⊙	⊙

Note - If your Roll No. is of 10 digits. Please leave first three columns.



Section-A

Answer-1 (a)

Research is a common parlance refers to search for knowledge. Research is a systematic process of finding new facts and information. Research is defined as search for knowledge.

Functional Areas where research can be applied ~



Characteristics of good research ~

- (a) Accuracy ~ ^{is} good research should be accurate



- b) Replicable - A good research should be replicable, means others can reproduce the study.
- c) Empirical - A good research be empirical that means it is done after proper observation.
- d) Reliable - A good research should be reliable.

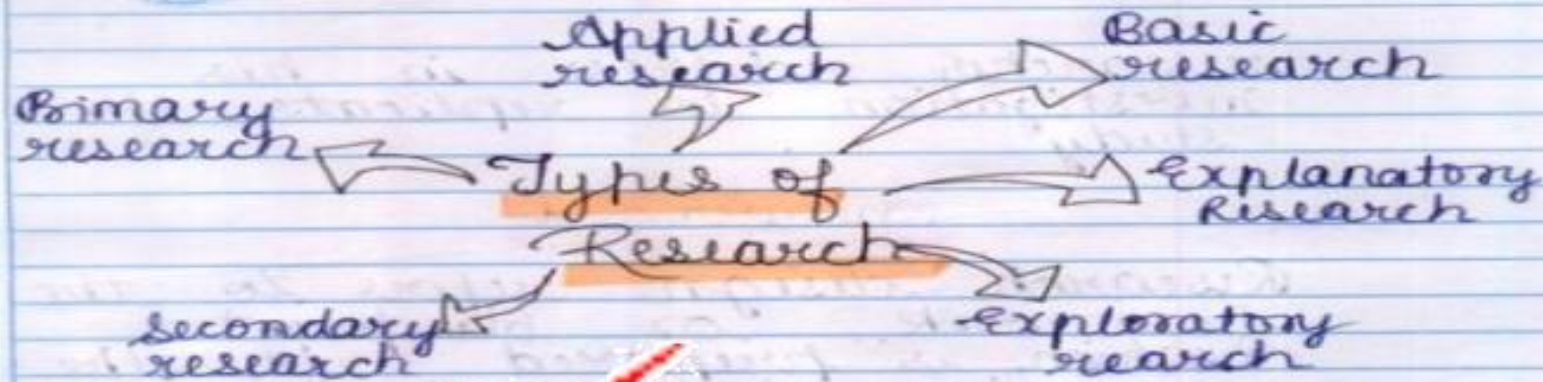
✓ Answer - b

Research is a systematic process for search of knowledge.

Objectives of Research -

- a) Update the existing knowledge - The objective of the Research is to update the existing research paper or study.
- b) Provide in-depth knowledge about the topic - The one of the most important objective of the research is to provide in depth knowledge about research problem.

Do Not Write anything in this Portion



Answer - C

A specific gap in the research, which the researcher wants to address in his research is known as research problem.

Finding a good research problem on which a study can be done is very important part of the research.

For some people it takes years to decide the topic but for some it takes few minutes only.

Researcher should do the research on that topic which is not yet addressed.

After finding the research problem,



researcher address in his investigation to replicate the study.

Answer - d

Research design refers to the framework or blueprint which is prepared by the researcher before starting the investigation.

Features ✓ of a good Research Design

- i) Reliable ~ A good research design should be reliable or trustable.
- ii) Clarity ~ A good research design should be clear. Because it is very important for the processing of result.
- iii) Empirical ~ A good research design should be prepared after proper observation because that framework is important for the study.



iv) Analytical - A good research design should be properly analysed.

Answer - e

Variable refers to something in the study which can be measured and change.

Types of Variable

Dependent variable

Independent variable

A dependent variable refers to that variable which can be measured but it is depend on independent variable for cause of action.

eg → Plant growth

on independent variable refers to that variable which can be change and measured by the researcher.

eg → Fertilizer



Answer - f

Sources of Data

Primary Data

Secondary Data

Basis of Difference

Primary Data

Secondary Data

Nature

Primary data is also known as raw data.

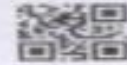
Secondary data is not raw data.

Meaning

The data which is collected for the first time is known as primary data.

The data which is collected from any other investigator or any other published source is known as secondary data.

Do Not Write anything in this Portion



<u>Data collection</u>	Primary data is directly collected by the researcher himself.	Secondary data is collected from some other investigator.
<u>Sources</u>	Sources of primary data includes — <ul style="list-style-type: none">• Questionnaires,• Information through canvass cards,• Direct interview,• Indirect investigation etc	Sources of secondary data includes — <ul style="list-style-type: none">• Newspapers & Magazines• Government publications• Non-government publication• Books etc.

Answer - 5

Data measurement is very important in research. Data measurement refers to the measuring of data. Data measurement and scaling is done after proper collection and classification of data. There are many types of



types of measurement of data.

Answer-h

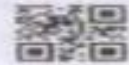
The error which takes place during selection of sample is known as sampling error.

A sample is a subset of a population, in whole population which is also known as universe, samples are taken out for conducting the research. There are various methods to collect the sample which includes Random Sampling, Deliberate Sampling etc.

Whereas

Census refers to measure the whole population or universe. Census is calculated by adding whole population in the data.

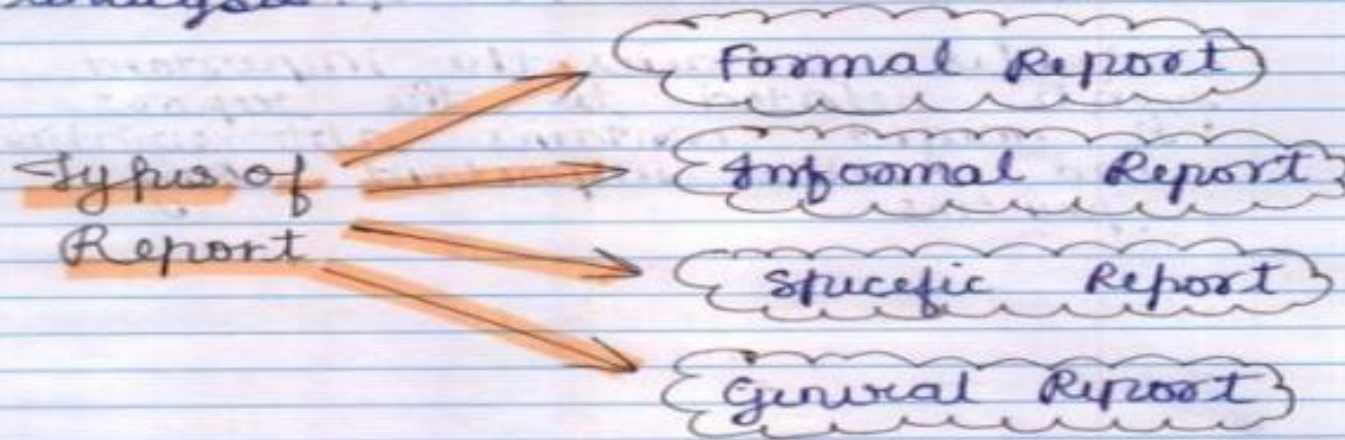
Do Not Write anything in this Portion



Do not write anything in this Portion

Answer - i

A report writing refers to the systematic way of writing after proper observation. It is also an important mode of communication. A report is made after proper analysis.



etc.

Parts of a Report — A report includes many segments like heading, head note, foot note etc.

Report can be written as — Letter, memo (memorandum) and letter cum text.



Significance of Footnotes -

Footnotes are an important part of any report.

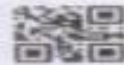
Footnotes are written at the end of the ~~end~~ report.

Footnotes are very important as it plays a crucial part.

Footnotes contains the important points related to the report. It might contains abbreviations and other important key pointers.



Do Not Write anything in this Portion



Section-B

(3) Plagiarism in Research

Plagiarism is an act of crime. Plagiarism is firstly an act of stealing someone's work and then lying afterwards. Few people use words like 'copying' the research, but it disguised the seriousness of the crime.

Plagiarism is using someone else's work without giving credit to the owner.

Plagiarism just cannot happen in research work but it can happen in other works as well like music, script, book etc.

Ethical issues in Research

There is a code of conduct that should be followed in any research which includes

- Don't steal someone else's work.
- Be honest for your research.




Do Not Write anything in this Portion

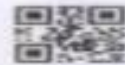
If there will be a little doubt in the researcher ethics the work will be disregarded. Doesn't matter if you are not using human's opinion but still you have to be very loyal in your own work. Whatever work you are creating it should be authentic and replicable.

People use someone else's work without giving citation in their dissertation.

Sometimes work is copied after paraphrasing the original work, this is also illegal.

Paraphrasing, removing quotations, not giving citation after using the work all things are ethical issues in Research.

There are two types of  plagiarism



PLAGIARISM

Not cited

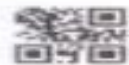
Cited

(1) work not cited

a) The lazy labourer - In this type of plagiarism, whole the work is paraphrased without giving credit. These types of researchers they do the hard work in paraphrasing not in generating their original work.

b) Self stealer - In this type of plagiarism, researcher is self stealer. They steal the content from their previous work only.

etc.



Work Cited

a) Copy everything - In this type of plagiarism, researcher copies everything from the original work and gave proper quotations and citations so it'll be very difficult to understand the real piece of work.

b) Copy under their own own - In this type of plagiarism, researcher change the look out of the report and consider that his own work.

etc

Ethical issues also included fabrication and falsification of the work.

Fabrication means making up the data as per their will.

Falsification means using the false data.

Do Not Write anything in this Portion





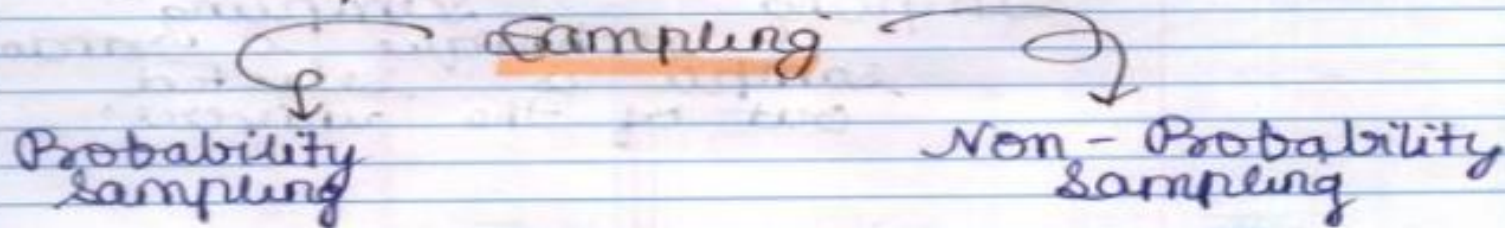
Plagiarism can be avoided by

- Proper giving of citation after the end of the report.
- Be honest with the work.

Section-C (6)

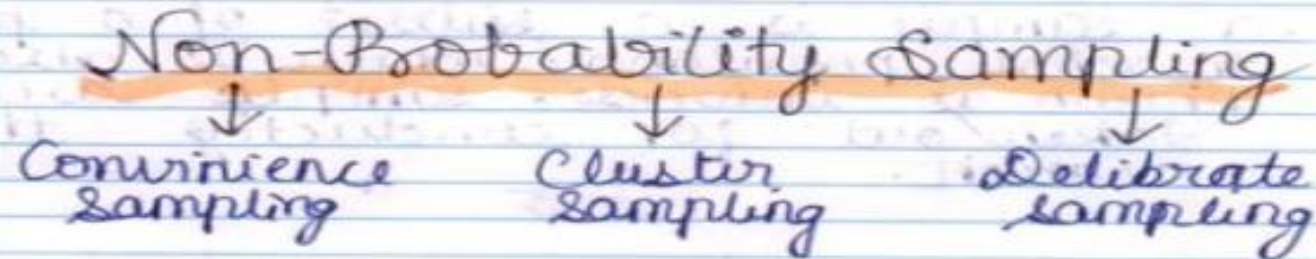
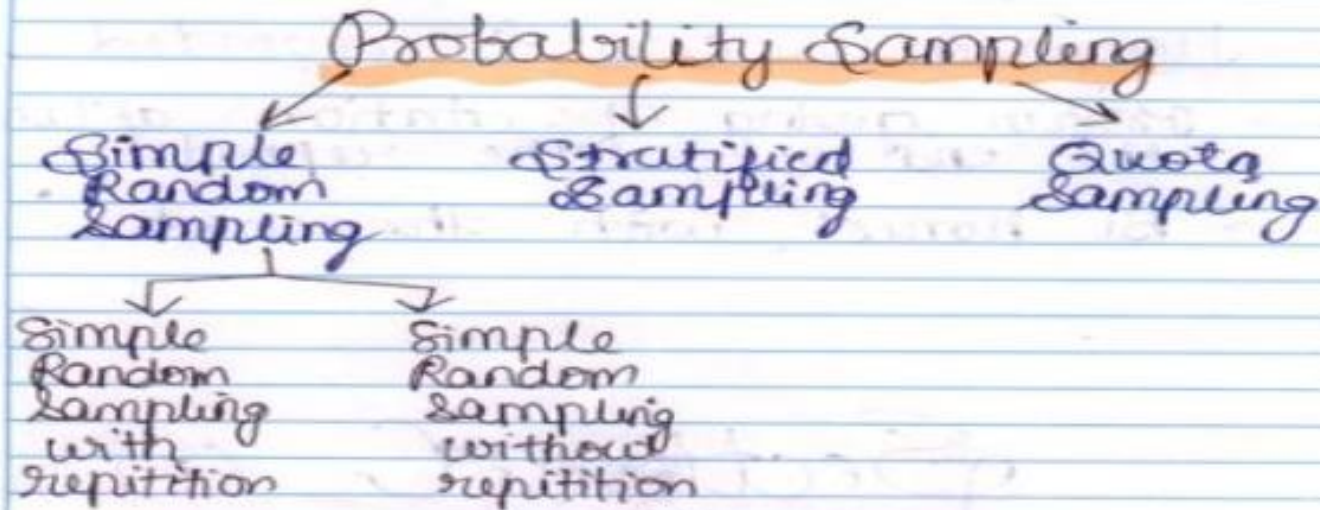
A sample is a subset of a population in whole population which is also known as universe, samples are taken out for conducting the research.

There are two types of sampling techniques





Do Not Write anything in this Portion



Simple Random — In this sampling technique a random sample is selected out of the universe.





- **Stratified Sampling** — In this type of sampling, population is divided into different stratas or groups, out of them sample is selected.
- **Quota Sampling** — This is also the important type of probability sampling.
- **Convenience Sampling** — In this sampling technique sample is selected as per the convenience of the researcher.
- **Cluster Sampling** — In this sampling technique population is divided into clusters and sample is taken.
- **Deliberate Sampling** — It is also an important non-probability sampling.





Paper Code

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Do Not Write anything in this Portion

10. A person is standing on a platform. A train is moving towards him. The person starts clapping his hands. The sound of the clapping is heard by the person on the platform. The sound of the clapping is also heard by the person on the train. The person on the train hears the sound of the clapping at a higher frequency than the person on the platform.

11. A person is standing on a platform. A train is moving towards him. The person starts clapping his hands. The sound of the clapping is heard by the person on the platform. The sound of the clapping is also heard by the person on the train. The person on the train hears the sound of the clapping at a higher frequency than the person on the platform.

12. A person is standing on a platform. A train is moving towards him. The person starts clapping his hands. The sound of the clapping is heard by the person on the platform. The sound of the clapping is also heard by the person on the train. The person on the train hears the sound of the clapping at a higher frequency than the person on the platform.

13. A person is standing on a platform. A train is moving towards him. The person starts clapping his hands. The sound of the clapping is heard by the person on the platform. The sound of the clapping is also heard by the person on the train. The person on the train hears the sound of the clapping at a higher frequency than the person on the platform.

14. A person is standing on a platform. A train is moving towards him. The person starts clapping his hands. The sound of the clapping is heard by the person on the platform. The sound of the clapping is also heard by the person on the train. The person on the train hears the sound of the clapping at a higher frequency than the person on the platform.



Paper Code

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19

Do not write anything in this portion

X

Do Not Write anything in this Portion



Paper Code

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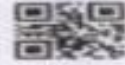
20

X



Paper Code

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21

Do not write anything in this column

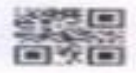
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Do Not Write anything in this Portion



Paper Code

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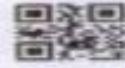


X



Paper Code

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23

DO NOT WRITE ANYTHING IN THIS MARGIN

Do Not Write anything in this Portion



Paper Code

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X