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B.Com. (CBCS) DEGREE EXAMINATION, APRIL 2021

FIFTH SEMESTER COMMERCE - MAIN

RESEARCH METHODOLOGY

(For those who joined in July 2017 Onwards)

Time: Three hours

Maximum: 75 marks

(Question to be started here)

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Alswer all question. Part	$t - A \qquad (10 \times 1 = 10 \text{ marks})$
Choose the correct answers	
1. Research basically is	
a) A point of view	b) An attitude of enquiry
c) A step-wise-step exploration	d) All the above
2 is a way to systematically solve the research problem.	
a) Research methodology	b) Research design
c) Research process	d) Research operation
3 is a blue print of action.	
a) Research image	b) Research design
c) Research process	d) Research building
4 is the principle of an experimental design.	
a) Local country	b) Reference
c) Cost sheet	d) Randomization
5 is the part of the population or university	erse selected for the purpose of
investigation.	
a) Research	b) Sample
e) Research design	d) Research process
6. Convenience sampling is also called as the	sampling.
a) Sunk	b) Tank
c) Chunk	d) Multi stage
7. Data which is collected by someone other than the users is known as	
a) Primary data	b) group data
c) raw data	d) secondary data
8. Face to face interview is also called as	<u>_</u> .
a) clinical interview	b) telephone interview
c) personal interview	d) focus interview
9cannot proceed without analysis.	
a) Interpretation	b) Tabulation
	d) Generalisation
10 is an integral part of a research process.	
a) Classification	b) Report writing
c) Interpretation	d) Analysis

Answer ALL the Questions Choosing either (a) or (b) Answer should not exceed 250 words.

11. a) Distinguish between pure research and applied research.

(Or)

- b) Define "research". Why is it necessary?
- 12. a) What are the factors affecting the research design?

(Or)

- b) Explain the advantages of the research design.
- 13. a) Examine the factors which determine the sample size.

(Or)

- b) Explain the needs for sampling.
- 14. a) What do you mean by unstructured interview?

(Or)

- b) Distinguish between questionnaire and schedule.
- 15. a) Explain the techniques of interpretation.

(Or)

b) What is the purpose of a research report?

PART - C (5X8=40 marks)

Answer ALL the Questions Choosing either (a) or (b) Answer should not exceed 600 words.

16. a) Explain the stages involved in the formulation of research process.

(Or)

- b) What are the essential qualities of a good researcher?
- 17. a) Elaborate the different types of research design.

(Or)

- b) What are the features of good research design?
- 18. a) Write the merits and demerits of sampling.

(Or)

- b) Explain the techniques and usefulness of multistage sampling.
- 19. a) Mention the sources of secondary data.

(Or)

- b) Explain the steps that you would adopt to make interview a success.
- 20. a) What are the precaution to taken during interpretation

(Or)

b) What are steps to be followed in writing a research report?