Reg. No.													

S.No. 7107 **Sub. Code : 19M36ZB**

B.Com (G) DEGREE EXAMINATION,
NOVEMBER 2023.

(Autonomous)

Fifth Semester

BASICS OF RESEARCH METHODOLOGY

Time : Three hours Maximum : 75 marks

SECTION A — (10 × 2 = 20 marks)

Answer any TEN questions.

Each question carries 2 marks.

1. What is Research Methodology?

2. Define coding in research methodology.

3. Explain marketing research.

4. What is the need for sampling?

5. Write short notes on Bibliography and its importance.

6. Define schedule in research problem.

7. Briefly describe the different steps involved in a research process.

8. Explain the meaning of Research hypothesis.

9. Define Sampling Error.

10. Define Editing.

11. Explain simple random sampling.

12. What are the important aspects of Questionnaire?

SECTION B — (5 × 5 = 25 marks)

Answer any FIVE questions.

Each question carries 5 marks.

13. Describe fully the techniques of defining a research problem.

14. How does the case study method differ from survey method?

15. Explain the Elements/Types of Analysis of data?

16. What is sample size and its determination? Explain.

17. Explain the qualities of good research hypothesis.

18. Enumerate the different method of collecting data.

19. List out various types of tables in research.

20. Write various kinds of diagrams and figures used in research methodology.

SECTION C — (3 × 10 = 30 marks)

Answer any THREE questions.

Each question carries 10 marks.

21. Describe the different types of Research clearly point out the difference between an Experiment and a Survey.

22. Examine the Merits and limitations of the observation method in collecting material. Illustrate your answer with suitable examples.

23. "Report writing is more an art than hinges upon practice and experience" Discuss.

24. What is Research Design? Explain its components and significance.

25. Write a Comprehensive note on the "Task of defining a research problem".

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