

(6 Pages)

2/6/23 A12

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AMCO 54

B.Com. (CBCS) DEGREE EXAMINATION,  
APRIL 2023.

Fifth Semester

Commerce — Core

RESEARCH METHODOLOGY

(For those who joined in July 2017–2020)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. Basic research is also known as
  - (a) Applied research
  - (b) Descriptive research
  - (c) Fundamental research
  - (d) Analytical research

2. Which of the following is not the method of research?
  - (a) Survey
  - (b) Observation
  - (c) Historical
  - (d) Philosophical
3. The time frame in which a study explores a situation or problem is called the
  - (a) Longitudinal
  - (b) Reference period
  - (c) Age
  - (d) Retrospective time
4. Research design is a blue print, outline and a
  - (a) strategy
  - (b) control
  - (c) plan
  - (d) guidance
5. For sampling, which one of the following should be up-to-date, complete and affordable?
  - (a) A CAPI machine
  - (b) A sampling frame
  - (c) A respondent
  - (d) A census
6. Which one of the following is the main problem with using non-probability sampling techniques?
  - (a) Human judgement error
  - (b) The results are never representative
  - (c) Informants can refuse to participate
  - (d) The expense

7. Which of the following is an example of secondary data
- (a) RBI Bulletin
  - (b) Government publication
  - (c) Committees and commission
  - (d) All of the above
8. The data of research is
- (a) Qualitative
  - (b) Quantitative
  - (c) Both qualitative and quantitative
  - (d) None of the above
9. The last page of the research report is
- (a) Appendise
  - (b) Bibliography
  - (c) Index
  - (d) Title page
10. Bibliography means
- (a) Foot note
  - (b) Quotations
  - (c) List of books referred
  - (d) End note

PART B — (5 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b).  
Each answer should not exceed 250 words.

11. (a) Explain the significance of research.
- Or
- (b) Distinguish between descriptive research and analytical research.
12. (a) Briefly explain the significance of a research design.
- Or
- (b) Why research designs are needed? Briefly explain.
13. (a) Distinguish between probability sampling and non-probability sampling.
- Or
- (b) What is sample design? What are its characteristics?
14. (a) What is data preparation? What are the main process of data preparation?
- Or
- (b) Discuss interview as a technique of data collection.

15. (a) Explain the techniques of interpretation.

Or

(b) Describe the precautions that the researcher should take while interpreting his findings.

PART C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b)  
Each answer should not exceed 600 words.

16. (a) Briefly explain the criteria of good research.

Or

(b) Discuss briefly the steps involved in a research process.

17. (a) Discuss the components of a good research design.

Or

(b) What is research design? Briefly explain its types.

18. (a) Explain the procedure of selecting a random sample.

Or

(b) Describe various steps involved in developing a sampling design.

19. (a) What is primary data? Explain the method of collection of primary data.

Or

(b) Differentiate between questionnaires and schedules.

20. (a) Enumerate different steps in writing a research report.

Or

(b) Explain and Illustrate the layout of the research report.

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