

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

Fifth Semester

Commerce – Core

RESEARCH METHODOLOGY

(For those who joined in July 2021–2022)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer:

1. An art of Scientific investigation is
 - (a) Data Collection
 - (b) Experiment
 - (c) Research
 - (d) Exploration
2. Research relating to or involving quality or kind is
 - (a) Quantitative Research
 - (b) Qualitative Research
 - (c) Analytical Research
 - (d) Empirical Research

3. An experiment should be conducted against the effect of extraneous factors by randomization, according to the
 - (a) Principle of Randomization
 - (b) Principle of Local Control
 - (c) Principle of Replication
 - (d) None of the above
4. An experimental design very frequently used in agriculture research is
 - (a) Factorial Design
 - (b) Completely Randomized Design
 - (c) Randomized Block Design
 - (d) Latin Square Design
5. Probability sampling under restricted sampling techniques, may result in
 - (a) Non-Probability Sampling
 - (b) Probability Sampling
 - (c) Complex Random Sampling
 - (d) None of the above

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6. Non-probability, sampling is also known as
 - (a) Random Sampling
 - (b) Deliberate Sampling
 - (c) Chance Sampling
 - (d) Probability Sampling
7. _____ questionnaire are simple to administer and inexpensive to analyze.
 - (a) Quantitative
 - (b) Unstructured
 - (c) Structural
 - (d) None of the above
8. Which one is not a Characteristics of secondary data?
 - (a) Relativity of data
 - (b) Adequacy of data
 - (c) Suitability of data
 - (d) Data are Expensive
9. The last step in a research study is
 - (a) Logical analysis
 - (b) Preparation of the rough draft
 - (c) Report Writing
 - (d) Final Bibliography

10. A report should carry its title and date, followed by acknowledgements in the form of 'preface' or 'forward' in its _____.
 - (a) Main Text
 - (b) End Matter
 - (c) Content
 - (d) Preliminary Pages

PART B — (5 × 5 = 25 marks)

Answer ALL questions, by choosing either (a) or (b).

Each answer should not exceed 250 words.

11. (a) Write a note on research and scientific method.
Or
(b) Explain empirical research.
12. (a) Briefly explain about simple randomized design.
Or
(b) List out the significance of research design.
13. (a) Distinguish between Cluster and area sampling.
Or
(b) What are all the criteria that are needed to select a sampling design?



14. (a) Explain – interview method.

Or

(b) Write a note on depth interview.

15. (a) Write down the different steps in writing report.

Or

(b) Write a brief note on documentation in the context of a research report.

PART C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 600 words.

16. (a) Distinguish between research methods and research methodology.

Or

(b) Explain :

(i) Design of research project

(ii) Conceptual research

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17. (a) Elaborate the different types of research design.

Or

(b) Overview about good research design.

18. (a) Briefly explain the characteristics of good sample design.

Or

(b) Bring out the difference between convenience and proportionate sampling.

19. (a) Explain the data collection process.

Or

(b) Give detail explanation of collection of secondary data.

20. (a) Explain the various types of reports.

Or

(b) Narrate the mechanics of writing a research report.

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