

Code No. : 12016 E Sub. Code : SMCO 54/
AMCO 54

B.Com. (CBCS) DEGREE EXAMINATION,
NOVEMBER 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. _____ is based on the measurement of quantity of amount.
 - (a) Qualitative research
 - (b) Quantitative research
 - (c) Analytical research
 - (d) Formulative research

2. _____ is also known as ex-post facto research.
 - (a) Qualitative research
 - (b) Quantitative research
 - (c) Analytical research
 - (d) Formulative research
3. Random sampling is also referred to as
 - (a) Quota sampling
 - (b) Non-probability sampling
 - (c) Probability sampling
 - (d) None
4. Judgement sampling is known as _____.
 - (a) Quota sampling
 - (b) Purposive sampling
 - (c) Accidental sampling
 - (d) Convenience sampling
5. _____ is a process of information.
 - (a) Books
 - (b) CD Rom
 - (c) Computers
 - (d) None

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6. Referring previous related study is known as _____.
 - (a) Review of literature
 - (b) Reference
 - (c) Copying
 - (d) None
7. Books and newspapers provide
 - (a) Primary data
 - (b) Secondary data
 - (c) Both (a) and (b)
 - (d) None
8. Pilot study is helpful to find the drawback of
 - (a) Sample
 - (b) Plan
 - (c) Questionnaire
 - (d) Census study
9. List of books referred in the research is mentioned under
 - (a) Bibliography
 - (b) Journal
 - (c) Dissertation
 - (d) None
10. Research report is called as _____.
 - (a) Ordinary books
 - (b) Result
 - (c) Dissertation
 - (d) None

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PART B — (5 × 5 = 25 marks)

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

11. (a) What are the characteristics of research?
Or
(b) What is Ex-post facto research? What are the merits and demerits?
12. (a) What are the features of good research design?
Or
(b) Discuss the components of research design.
13. (a) Distinguish between primary data and secondary data.
Or
(b) What are the characteristics of the good sample?
14. (a) What are the requisites of good questionnaire?
Or
(b) What are the merits of interview method?

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15. (a) What are the precautions of writing research report?

Or

(b) What is convenience sampling? What are the merits?

PART C — (5 × 8 = 40 marks)

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

16. (a) Describe the significance of research.

Or

(b) Explain the various approaches to research.

17. (a) Explain the various classification to research design.

Or

(b) What are the basic principles to be followed in experimental research design?

18. (a) Explain different types of questionnaire.

Or

(b) Explain the non-random sampling methods.

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19. (a) Explain the different types of interview.

Or

(b) Distinguish between questionnaire and schedule.

20. (a) Explain the layout of the research report.

Or

(b) Explain the guidelines for oral presentation of research report.

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