

(6 pages)

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Code No. : 12016 E      Sub. Code : SMC0 54/  
AMCO 54

B.Com. (CBCS) DEGREE EXAMINATION,  
NOVEMBER 2022.

Fifth Semester

Commerce — Core

RESEARCH METHODOLOGY

(For those who joined in July 2017 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. Research is related with
  - (a) Discovery of new idea
  - (b) Solution of a problem
  - (c) Investigation of a problem
  - (d) All of the above
2. First stage of research process is
  - (a) Identification of research problem
  - (b) Review of literature
  - (c) Research design
  - (d) Analysis of data
3. A research design must contain
  - (a) a clear statement of the research problem
  - (b) procedures and techniques to be used for gathering information
  - (c) methods to be used in processing and analyzing data
  - (d) all of the above
4. Research design is a \_\_\_\_\_ for conducting the marketing research project.
  - (a) Strategy
  - (b) Framework
  - (c) Blue print
  - (d) Both (b) and (c)
5. Sampling means following a sequence of stages. Which one of the following stages should come before the others?
  - (a) Define the people of interest
  - (b) Examine the objective of the study
  - (c) Find suitable source for the population members
  - (d) Proceed with the field work

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6. Which one of the following methods is generally used in qualitative sampling?
  - (a) Simple random
  - (b) Random digit dialling
  - (c) Quota
  - (d) Stratified random
7. The data which are collected from the place of origin is known as
  - (a) secondary data
  - (b) primary data
  - (c) primary and secondary data
  - (d) none of these
8. A schedule is generally filled up by
  - (a) Researcher
  - (b) Informants
  - (c) Government
  - (d) Educational institutions
9. Interpretation should be
  - (a) Subjective
  - (b) Objective
  - (c) Integrity
  - (d) None of the above
10. The last stage of research process is
  - (a) Review of literature
  - (b) Research design
  - (c) Report writing
  - (d) Analysis of data

PART B — (5 × 5 = 25 marks)

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

11. (a) What do you mean by research? Explain its significance in modern times?  
Or  
(b) Distinguish between research methods and methodology.
12. (a) What is research design? Explain its significance.  
Or  
(b) What is the need for research design? Explain.
13. (a) What are the characteristics of good sample design?  
Or  
(b) How to select a random sample? Briefly explain.
14. (a) Distinguish between primary data and secondary data.  
Or  
(b) Distinguish between survey and experiment.

15. (a) What is interpretation? Why interpretation is essential?

Or

- (b) Explain the significance of a research report writing.

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 different types of research.

Or

- (b) Briefly describe the different steps involved in a research process.

17. (a) Describe the different research designs.

Or

- (b) Explain the basic principles of experimental designs.

18. (a) Discuss different types of sample designs.

Or

- (b) Differentiate between simple random sample and complex random sample. Explain with examples.

19. (a) Enumerate the different methods of collecting data.

Or

- (b) Distinguish between questionnaires and schedules.

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

Or

- (b) Explain the mechanics of writing a research report.