

(6 pages)

Reg. No. :

Code No. : 22092 E Sub. Code : CMCO 54

B.Com. (CBCS) DEGREE EXAMINATION,
NOVEMBER 2024.

Fifth Semester

Commerce — Core

RESEARCH METHODOLOGY

(For those who joined in July 2021 and 2022 only)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. Research that is concerned with generalization and the formulation of a theory is
 - (a) Applied Research
 - (b) Fundamental Research
 - (c) Conceptual Research
 - (d) Descriptive Research

2. Good Research is
 - (a) Systematic
 - (b) Logical
 - (c) Replicable
 - (d) All of the above
3. The arrangement of conditions for collection and analysis of data
 - (a) Research Design
 - (b) Data Analysis
 - (c) Data Collection
 - (d) Data Processing
4. A concept which can take on different quantitative values is called a
 - (a) Constant
 - (b) Variable
 - (c) Proportion
 - (d) Quotient
5. Quota sampling is also an example of
 - (a) Non-probability Sampling
 - (b) Probability Sampling
 - (c) Complex Random Sampling
 - (d) None of the above



6. Probability sampling is also known as
- (a) Deliberate Sampling
 - (b) Chance Sampling
 - (c) Random Sampling
 - (d) Both (b) and (c)
7. Data that is already available is known as
- (a) Primary Data (b) Secondary Data
 - (c) Nominal Data (d) None of the above
8. _____ method is very popular form of qualitative analysis and involves careful and complete observation of a social unit
- (a) Case Study Material
 - (b) Interview Method
 - (c) Content Analysis
 - (d) Questionnaire
9. _____ is considered as a major component of research study
- (a) Hypothesis (b) Statistical Tool
 - (c) Interpretation (d) Research report

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10. How many steps are involved in Report Writing?
- (a) 4 (b) 5
 - (c) 6 (d) 8

PART B — (5 × 5 = 25 marks)

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

Each answer should not exceed 250 words.

11. (a) Explain quantitative vs qualitative research.

Or

- (b) List out some objectives of research.

12. (a) Briefly explain about Latin square design.

Or

- (b) Write about dependent and independent variable.

13. (a) Explain complex random sampling design.

Or

- (b) What is meant by a probability sample?

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[P.T.O.]



14. (a) Define schedule.

Or

- (b) Write down the data preparation process.

15. (a) List down the significance of report writing.

Or

- (b) Explain Technical report, Popular report.

PART C — (5 × 8 = 40 marks)

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

Each answer should not exceed 600 words.

16. (a) Narrate the steps involved in research process.

Or

- (b) Elaborate the significance of research.

17. (a) Enumerate the features of good design.

Or

- (b) Explain

(i) Random grid block design

(ii) Factorial design.

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18. (a) Explain the types of sample design.

Or

- (b) Illustrate the procedure of selecting random sample.

19. (a) Enumerate the guideline for constructing questionnaire.

Or

- (b) Distinguish between questionnaire and schedule.

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

Or

- (b) Elaborate the steps involved in writing report.
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