

M.Com. DEGREE EXAMINATION, NOVEMBER 2018
II Year III Semester
Core Major -XI
RESEARCH METHODOLOGY

Time : 3 Hours

Max.marks :75

Section A ($10 \times 2 = 20$) Marks

Answer any **TEN** questions

1. Define Research.
2. What is the purpose of Research?
3. What is Research design?
4. Give the meaning of Hypothesis.
5. What is pilot study?
6. What do you mean by structured interview? What are its advantages?
7. What is editing? What are its guidelines?
8. State the meaning of "Tabulation".
9. Name some of the statistical tools used in analysis.
10. Explain the term "Target audience".
11. What is Transcription?
12. What is Quota sampling?

Section B ($5 \times 5 = 25$) Marks

Answer any **FIVE** questions

13. List out the objectives and criteria of research.
14. Explain the procedure for testing hypothesis.
15. Examine the weaknesses of secondary data.
16. Describe the pre-requisites of successful interviewing.
17. What are the precautions to be observed in the preparation of questionnaire?
18. Explain in detail the different types of reports.
19. Write a detailed note on "Multivariate Analysis".

Section C ($2 \times 15 = 30$) Marks

Answer any **TWO** questions

20. Briefly explain the stages involved in formulation of research.

21. Discuss the various techniques involved in data collection.
22. What do you understand by report writing? What are the steps followed in it?
23. Explain the factors which determine sample size. Briefly discuss the various sampling techniques.

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