

B.Com. (ISM) DEGREE EXAMINATION, NOVEMBER 2018
III Year V Semester
Core Elective-Paper I
RESEARCH METHODOLOGY

Time : 3 Hours

Max.marks :75

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

Answer any **TEN** questions

1. Define the term 'Research'.
2. What is a research problem?
3. What do you mean by research design?
4. Explain extraneous variable.
5. What is secondary data? Give any two examples.
6. What is Depth interview?
7. Explain Itemized rating scale.
8. What is a research report?
9. Explain Nominal Scale.
10. Explain Footnote with examples.
11. What do you mean by Sampling?
12. What is a Questionnaire?

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

Answer any **FIVE** questions

13. What are the different types of research?
14. Explain the significance of a research design.
15. Differentiate between questionnaire and schedule.
16. Write note on Likert scale.
17. Explain the different steps involved in writing a report.
18. What are the criteria for good research?
19. Give the layout of a good research report.

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

Answer any **TWO** questions

20. Briefly describe the different steps involved in a research process.

21. Explain different types of Research Design.
22. Briefly explain the various methods of collecting primary data.
23. Explain the precautions to taken by a researcher while preparing Research Report.

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