

B.Com(ISM) DEGREE EXAMINATION, APRIL 2019
III Year V Semester
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 research design?
3. What is Statistical design
4. What is questionnaire?
5. What is pilot study?
6. Meaning of Interview.
7. What is Bibliographies?
8. What is Cumulative scale?
9. What is Attitude scale?
10. What is Thurstone's scaling?
11. What is Direct Interview?
12. What is report writing?

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

Answer any **FIVE** questions

13. Explain the Objectives of Research?
14. Explain the features of good research design.
15. What the merits of interview as a method of data collection?
16. Explain the merits and limitation of scaling method.
17. Explain unstructured interview and its merits.
18. What are the features of good questionnaire?
19. Write the guidelines for writing reports?

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

Answer any **TWO** questions

20. What is Research Process? Explain the formulation of research problem?
21. What is Data? Briefly explain the classification of Data.
22. Discuss the different types of scaling technique.
23. Explain the types of research reports and draw a report format.

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