

B.Com(ISM) DEGREE EXAMINATION, NOVEMBER 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. State the meaning of Research.
2. What is meant by hypothesis testing?
3. What is Research Design?
4. Explain the term 'Exploratory Research'.
5. What do you mean by Primary Data?
6. Describe the meaning of Data Collection.
7. What is Ratio Scale?
8. What is meant by Scaling techniques?
9. Explain the meaning of Bibliography.
10. Give the meaning of 'Interpretation'.
11. Write a note on Applied Research.
12. Elaborate the term 'Literature Survey'.

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

Answer any **FIVE** questions

13. State the objectives of Research.
14. Describe the salient features of good research design.
15. What are the methods of Observation? Elaborate.
16. Explain 'Likert's summated scale'.
17. List out the different types of Editing.
18. Explain the various process of Research.
19. Determine the factors affecting the Research Design.

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

Answer any **TWO** questions

20. Enumerate the formulation of Research Problem.
21. Explain the different kinds of Research.
22. Discuss in detail about classification of data.
23. Explain the various types of Scales.

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