B.Com(Hons) DEGREE EXAMINATION,NOVEMBER 2019
III Year V Semester
Research Methodology

Time : 3 Hours   **Max.marks :75**

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

Answer **ALL** the questions

1. Define Research.
2. What are the essentials of a Research design?
3. Define Hypothesis.
4. What is sampling?
5. Enumerate the data collection methods.
6. What is meant by reliability of data?
7. What is editing?
8. Expand SPSS.
9. What is a research report?
10. Define Research format.

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

Answer any **FIVE** questions

11. Discuss the steps in Research.
12. Enumerate the steps involved in Testing Hypothesis.
13. Describe the errors in Hypothesis Testing.
14. Explain the different types of Scaling Techniques.
15. Describe the methods of collecting primary data.
16. Differentiate between Editing and Coding.
17. Elucidate the types of Report Writing.
18. Describe the methods of collecting secondary data.

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

PART - A - Case Study - Compulsory Question

19. Prepare a Research Report comparing the smart phone and non-smart phone users by analysing the reasons for the preferences of smart phones.

PART - B

Answer any **ONE** questions

20. Enumerate the various types of Research.

21. Describe the Probability and Non Probability Sampling Techniques.

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