

B.Com.(ISM) DEGREE EXAMINATION, ODD SEMESTER 2020
III Year V Semester
Research Methodology

Max.marks :25

Answer any **FIVE** questions ($5 \times 5 = 25$) Marks

1. Give the major objective of conducting research.
2. Briefly explain the stages involved in formulation of research design.
3. Explain merits and demerits of primary data.
4. What do you mean by editing and explain its types?
5. What is bibliography? Why is it required?
6. What are the criteria for a good questionnaire?
7. Discuss the scaling techniques and their significance in research.