

SHRIMATHI DEVKUNVAR NANALAL BHATT VAISHNAV COLLEGE FOR WOMEN  
(AUTONOMOUS)

(Affiliated to the University of Madras and Re-accredited with 'A+' Grade by NAAC)  
Chromepet, Chennai — 600 044.

M.Com. END SEMESTER EXAMINATION APRIL/NOV - 2021

SEMESTER - III

20PCOCT3011 - Research Methodology

<b>Total Duration : 3 Hrs</b>	<b>Total Marks : 75</b>
MCQ : 30 Mins	MCQ : 15
Descriptive : 2 Hrs.30 Mins	Descriptive : 60

Section B

Answer any **SIX** questions ( $6 \times 5 = 30$  Marks)

1. Distinguish between Research Methods and Research Methodology.
2. Describe some of the important research designs used in experimental hypothesis-testing research study.
3. Explain and illustrate the procedure of selecting a random sample.
4. What is a research design? List the various steps involved in its preparation.
5. What is meant by Analysis of variance? State the basic assumptions of the analysis of variance.
6. Narrate the various advantages of using Non-parametric tests.
7. "Interpretation is a fundamental component of research process" - Explain.
8. What is Ethics? Explain the role of ethics in research.

Section C

Part A

Answer any **TWO** questions ( $2 \times 10 = 20$  Marks)

9. "The task of defining the research problem often follows a sequential pattern" - Explain.
10. Discuss the four types of measurement scales.
11. Distinguish between the primary and secondary data.
12. Describe in brief, the layout of a research report, covering all relevant points.

Part B

Compulsory question ( $1 \times 10 = 10$  Marks)

13. Explain the role and importance of plagiarism in research.