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.
B.Com.(ISM) END SEMESTER EXAMINATIONS APRIL-2023
SEMESTER - V
**20UBIET5001 - Research Methodology**

Total Duration : 2 Hrs 30 Mins.                          Total Marks : 60

## Section B

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

1. What are the aims and objectives of research?

2. Show the suitable examples of type I type II errors.

3. Classify the criteria for good questionnaire.

4. Show the ethical norms in social science research.

5. Indicate the various types of research design.

6. Classify the principles of testing hypothesis.

7. Interpret the sources of primary data.

8. Examine the techniques of thesis writing.

## Section C

Answer any **THREE** questions  $(3 \times 10 = 30$ Marks$)$

9. Explain the criteria of good research and qualities of a researcher.

10. Classify the difference between formulate and descriptive research design.

11. Examine the nature and role of hypothesis in social science research.

12. Apply the importance of primary and secondary data.

13. Examine the importance of Review of Literature in thesis writing.

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