

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.(General) - END SEMESTER EXAMINATIONS NOVEMBER - 2023

SEMESTER - III

**20PCOCT3011 - Research Methodology**

Total Duration : 2 Hrs. 30 Mins.

Total Marks : 60

### **Section B**

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

1. What do you mean by Research? Explain its significance in modern times.
2. Enumerate the features of good Research Design.
3. Describe the sources of Primary Data.
4. Depict the various scaling techniques involved in Research.
5. Illustrate the procedure of Random Sampling.
6. Distinguish between Questionnaires and Interview schedules.
7. What are the Ethical norms in research?
8. Elucidate the significance of ethical norms in Research Report.

### **Section C**

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

9. What do you mean by Sample Design? Bring out the various types of Sampling Methods.
10. Enumerate the procedure for Hypothesis Testing.
11. What is report writing? Bring out the importance of Research Report.
12. What is plagiarism? Differentiate it from self-plagiarism. State any two tools to check it.

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

13. Elucidate the different steps involved in Research Process.

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