

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 NOVEMBER -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. Explain the essential criteria of a good research.
2. Enumerate the various types of research.
3. List out the types of hypothesis.
4. Explain the different types of research design.
5. Differentiate between schedule and questionnaire.
6. Explain the different types of non-parametric tests.
7. Discuss briefly about measures of central tendency.
8. Describe the salient features of research design.

Section C

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

9. Discuss in detail about research process.
10. Illustrate the preparation of Research Design with example.
11. How to prepare the testing hypothesis? Explain.
12. Explain briefly the methods of data collection.
13. Elaborate (a) Correlation (b) Regression (c) Linear programming.

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