

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.(A&F) END SEMESTER EXAMINATIONS NOVEMBER -2023

SEMESTER - IV

20UAFAT4004 - Research Methodology

Total Duration : 2 Hrs 30 Mins.

Total Marks : 60

Section B

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

1. Define and explain the term "Research". Explain its objectives.
2. Differentiate between primary and Secondary data.
3. Discuss the use of S.P.S.S. in research.
4. What are the characteristics of a Research report?
5. What are the necessary Steps involved in testing of hypothesis?
6. What are the elements of processing through computers?
7. Why is it important to obtain Secondary data before primary data?
8. Discuss the role played by bibliography in context of research report.

Section C

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

9. Define Research Design. What are the characteristics of a good research design?
10. What is Sampling? Distinguish between Probability and Non - Probability samplings and explain their significance.
11. What are the different approaches to interview as a method of data collection? Explain their Relative merits and demerits.
12. Discuss in detail the processing of Data.
13. List out the steps in drafting of reports.
