

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.(Hons) - END SEMESTER EXAMINATIONS NOVEMBER - 2023
SEMESTER - V

20UBHCT5025 - Research Methods

Total Duration : 2 Hrs. 30 Mins.

Total Marks : 60

Section B

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

1. Briefly explain the different types of Research.
2. Describe the factors which determine the sample size.
3. Compute the difference between editing and coding of data.
4. Describe the various steps involved in drafting a research report.
5. Briefly explain the major steps followed in planning a research project.
6. Predict the different types of Hypothesis.
7. Explain the various types of Scaling techniques.
8. Examine the precautions that the researcher should take while interpreting the data.

Section C

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

9. Explain the component of Research Design.
10. Compute the basic steps in the selection and formulation of a research problem.
11. Ascertain the procedure of testing a hypothesis.
12. Examine the various sources of primary data.

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

13. The LED Television Industry in India is highly competitive. There is a huge variety available in the market - not just brands but also product categories. Choosing the right LED TV involves many factors, including price, features offered, picture quality, sound quality, compatibility of remote with other items and many others. Other considerations such as influence of family and friends, dealers, promotional offers also have an impact on the purchase decision. You are required to prepare a research report to study consumer perception and buying criteria of LED Television.
