

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 - NOV'2024

SEMESTER - V

24UBIET5B01 - Methodologies of Research

Total Duration : 1 Hrs.30 Mins.

Total Marks : 40

Section B

Answer any **TEN** questions ($10 \times 2 = 20$ Marks)

1. What is a Focus Group?
2. What is Ethnography?
3. What are the types of Probability sampling?
4. What is Data Mining?
5. What is an Interval scale of measurement?
6. What is Psychological/Transcendental Phenomenology?
7. What is content analysis?
8. What is coding in Research?
9. What is Academic Writing?
10. What is collective case study?
11. What is Likert's scale?
12. What is snowball sampling?

Section C

Answer any **FOUR** questions ($4 \times 5 = 20$ Marks)

13. Explain qualitative research and its importance.
14. Explain briefly the advantages and disadvantages of Survey?
15. Explain the sample design in detail.
16. Explain in detail Action Research.
17. What is claim and evidence and how to identify them in an academic paper?
18. Enumerate the characteristics of a good claim.
