



**Avinashilingam Institute for Home Science and Higher Education for Women**

(Deemed to be University under Category 'A' by MHRD, Estd. u/s 3 of UGC Act 1956)

Re-accredited with 'A+' Grade by NAAC. Recognised by UGC Under Section 12B

Coimbatore - 641 043, Tamil Nadu, India

**Bachelor's Degree Examination – June 2021**

**Class : III UG**

**Major : B.Com. / B.COM (PA)**

**Time : 3 Hours**

**Max. Marks: 100**

**18BCOC30 / 18BCPC30 Research Methodology**

**Part A**

**Choose the Correct Answer**

**10x1 = 10**

1. If the investigator obtains the data from published or unpublished sources, such data will constitute
  - a. Primary data
  - b. Secondary data
  - c. Census data
  - d. None of the above
2. The plan of study is called-----
  - a. Research design
  - b. Primary data
  - c. Secondary data
  - d. Hypothesis
3. Small sample theory is applicable when
  - a.  $N > 50$
  - b.  $N = 100$
  - c.  $N < 30$
  - d.  $N = 75$
4. Normal significance level is
  - a. 99%
  - b. 5%
  - c. 10%
  - d. None of the above
5. The rejection of null hypothesis, automatically leads to ----- of alternative hypothesis
  - a. Acceptance
  - b. Rejection
  - c. Neither acceptance nor rejection
  - d. None of the above
6. The mean of 14, 18, 11, 17, 8, 21, 17, 24 is ?
  - a. 14
  - b. 15
  - c. 17
  - d. 24
7. The systematic and deliberate study through an eye of spontaneous occurrence at the time the occur
  - a. Interview
  - b. Observation
  - c. Schedule
  - d. Questionnaire
8. Title, date, acknowledgment, table of contents, charts found in
  - a. Main page
  - b. End page
  - c. Bibliography
  - d. Preliminary page
9. List of books referred by the report writer will be given in
  - a. Appendix
  - b. Main text
  - c. Bibliography
  - d. None of the above
10. Fixation of price related to
  - a. Production Research
  - b. Market Research
  - c. Motivation Research
  - d. None of the above

**Part B**

**5 x 6 = 30**

**Answer ALL the questions**

**Each answer should not exceed 400 words or two pages**

- 11.a. What are the qualities of a good research?  
(or)  
11.b. Explain importance of research.
- 12.a. Explain the problems in research.  
(or)  
12.b. Explain research design.
- 13.a. Explain the term sampling and its importance.  
(or)  
13.b. Discuss Survey Vs Census.
- 14.a. What are the sources of collecting secondary data?  
(or)  
14.b. Explain the meaning of Nominal Scale and Interval Scale.
- 15.a. Describe about interpretation and report writing.  
(or)  
15.b. Write note on "Bibliography."

**Part C**

**5 x 12 = 60**

**Answer ALL the questions**

**Each answer should not exceed 800 words or four pages**

- 16.a. Explain the nature of the research.  
(or)  
16.b. Explain the research process.
- 17.a. Explain the different research designs  
(or)  
17.b. Explain the different types of research.
- 18.a. Describe the characteristics of good research.  
(or)  
18.b. Write the various types of sampling.
- 19.a. Explain in detail the various sources of collecting primary data.  
(or)  
19.b. Explain the scale classification bases.
- 20.a. Explain the layout of the research report.  
(or)  
20.b. Explain the different steps in writing report.

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