



Avinashilingam Institute for Home Science and Higher Education for Women
Deemed to be University Estd. u/s 3 of UGC Act 1956, Category 'A' by MHRD (now MoE)
Re-accredited with 'A++' Grade by NAAC. CGPA 3.65/4, Category I by UGC
Coimbatore - 641 043, Tamil Nadu, India
Continuous Internal Assessment Test – II April-2025
Semester – II

Class: III UG

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

21BCOC30/21BCPC30 – Research Methodology

Time: 2 Hrs.

Max. Marks: 60

Course Outcomes:

CO1: Understand the importance of research in business

CO2: Identify business problems solved through research

CO3: Create research design for effective problem solving

CO4: Apply statistical tools and techniques in arriving solutions and interpretations

CO5: Develop research projects

PART-A

Answer the following

(6 x 1 = 6)

Circle the correct answer

1. When each member of a population has an equally likely chance of being selected is called **CO3 K1**
 - a) Non Random sampling method
 - b) A Quota sample
 - c) A snowball sample
 - d) An Equal probability selection method.
2. People who are available volunteer, or can be easily recruited are used in the sampling method called _____ **CO3 K2**
 - a) Simple random sampling
 - b) Cluster sampling
 - c) Systematic sampling
 - d) Convenience sampling
3. The group that receives the experiential treatment condition is the **CO4 K1**
 - a) Experimental group
 - b) Participant group
 - c) Control group
 - d) Independent group
4. Which type of data is measured on a scale with a true Zero **CO4 K2**
 - a) Ordinal data
 - b) Nominal Data
 - c) Ratio data
 - d) Interval data
5. Which type of data processing involves arranging data into rows and columns **CO5 K1**
 - a) Data Validation
 - b) Data analysis
 - c) Data tabulation
 - d) Data collection
6. What type of software is commonly used for data analysis **CO5 K4**
 - a) Word processing software
 - b) Statistical software
 - c) Graphic design software
 - d) Presentation software

Part B

3x6=18

Answer the following

Answer should not exceed 400 words or two pages

- 7.a) Discuss the method of sampling and explain the advantages of sampling **CO3 K3**

(or)
- 7.b) Discuss the role of census and sample surveys in research **CO3 K2**
- 8.a) Distinguish between primary data and secondary data **CO4 K2**

(or)
- 8.b) State the importance of data collection techniques in research **CO4 K3**
- 9.a) Explain the APA style of research reporting **CO5 K1**

(or)
- 9.b) Write a short note on the steps in reporting **CO5 K2**

Part C

3x12=36

Answer the following

Answer should not exceed 800 words or four pages

- 10.a) What are the steps involved in sample design **CO3 K3**

(or)
- 10.b) Explain the Testing of the hypothesis with examples **CO3 K1**
- 11.a) Describe the challenges faced in collecting primary and secondary data **CO4 K3**

(or)
- 11.b) State the role of observation in data collection **CO4 K3**
- 12.a) Explore the relevance of statistical tools in research data analysis **CO5 K2**

(or)
- 12.b) Explain the challenges and best practices in writing and effective research report **CO5 K3**

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