



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 (now MoE)
Re-accredited with A+ Grade by NAAC. Recognised by UGC Under Section 12B
Coimbatore - 641 043, Tamil Nadu, India

Continuous Internal Assessment Test I-February 2025

SEMESTER VI

Class : III UG

Major : B.Com /B.Com PA / *corp-sec*

Time: 2 hours

Maximum Marks: 60

21BCRC28/21BCOC30/21BCPC30 – RESEARCH METHODOLOGY

- 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 all the questions

6 x 1 = 6

1. A significant advantage of using business research is CO1 : K1
 - a) It guarantees success in all business ventures
 - b) It provides insights based on facts and evidence
 - c) It offers subjective interpretations
 - d) It eliminates the need for decision-making
2. Ethical research practices in good research include CO1 : K1
 - a) Falsifying data to support a hypothesis
 - b) Ensuring participants' informed consent and confidentiality
 - c) Ignoring research regulations
 - d) Manipulating results to achieve desired outcomes
3. Research aimed at expanding knowledge by discovering new facts or theories is called CO2 : K1
 - a) Basic research
 - b) Exploratory research
 - c) Descriptive research
 - d) Analytical research
4. A research design that focuses on gathering data at a single point in time is called CO2 : K1
 - a) Longitudinal design
 - b) Cross-sectional design
 - c) Experimental design
 - d) Case study design
5. In probability sampling, every member of the population has CO3 : K1
 - a) No chance of being selected
 - b) An equal chance of being selected
 - c) A limited chance of being selected based on preference
 - d) A specific chance depending on their characteristics
6. The main reason for using sampling in research is to CO3 : K1
 - a) Gather data from every member of the population
 - b) Save time and resources while ensuring accurate results
 - c) Make decisions without any data
 - d) Avoid biases in data collection

Part B

Answer ALL questions

3 x 6 = 18

7. (a) Distinguish between Research methods and Research methodology. CO1 : K2
(or)
7. (b) Explain the objectives of research. CO1 : K2
8. (a) Describe fully the techniques of defining a research problem. CO2 : K2
(or)
8. (b) Explain the significance of a research design. CO2 : K2
9. (a) Explain the criteria of selecting a sampling procedure. CO3 : K2
(or)
9. (b) State the characteristics of a good sample design. CO3 : K2

Part C
Answer ALL questions

3 x 12 = 36

10. (a) What do you mean by research? Explain its significance in modern times. CO1 : K3
(or)
10. (b) Briefly describe the criteria of good research. CO1 : K3
11. (a) Explain the different steps involved in a research process. CO2 : K3
(or)
11. (b) Describe the different types of research, clearly pointing out the difference between an experiment and a survey. CO2 : K3
12. (a) Explain briefly the steps involved in sample design. CO3 : K3
(or)
12. (b) Describe fully the different types of sample designs. CO3 : K3

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	A	S
Com	60	60
PA	65	64
correk		24
	(273)	