



**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 – VI**

Class: III UG

Major: B.Com/B.Com (PA) / *cor-secretaryship*

*21BCRC28/21BCOC30/21BCPC30* – 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 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 impotence 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