# PSG COLLEGE OF ARTS & SCIENCE
## (AUTONOMOUS)

### BCom DEGREE EXAMINATION DECEMBER 2025
(Fourth Semester)

Branch – COMMERCE (BANKING & INSURANCE)

### RESEARCH METHODOLOGY

Time: Three Hours

Maximum: 75 Marks

### SECTION-A (10 Marks)
Answer **ALL** questions
**ALL** questions carry **EQUAL** marks

(10 × 1 = 10)

| Module No. | Question No. | Question | K Level | CO |
|---|---|---|---|---|
| 1 | 1 | Research is mainly a process of_____<br>a) Trial and error<br>b) Systematic investigation<br>c) Guess work<br>d) Random observation | K1 | CO1 |
| | 2 | Which of the following situations indicates the need for applied research?<br>a) Discovering atomic structure<br>b) Solving employee absenteeism in a company<br>c) Studying ancient civilizations<br>d) Developing new mathematical theories | K2 | CO1 |
| 2 | 3 | The first step in research is_____<br>a) Data analysis<br>b) Defining the research problem<br>c) Report writing<br>d) Sampling | K1 | CO2 |
| | 4 | A good research design must be_____<br>a) Subjective and biased<br>b) Flexible and reliable<br>c) Costly and lengthy<br>d) Without any structure | K2 | CO2 |
| 3 | 5 | Which of the following is a primary source of data?<br>a) Textbooks    b) Newspapers<br>c) Questionnaire    d) Encyclopaedia | K1 | CO3 |
| | 6 | A sample is considered good when it is_____<br>a) Convenient only<br>b) Small and biased<br>c) Representative and adequate<br>d) Random without planning | K2 | CO3 |
| 4 | 7 | Chi-square test is an example of_____<br>a) Parametric test<br>b) Non-parametric test<br>c) Regression analysis<br>d) Time series analysis | K1 | CO4 |
| | 8 | The purpose of hypothesis testing in research is___<br>a) To reject all assumptions blindly<br>b) To make decisions based on evidence<br>c) To avoid statistical methods<br>d) To collect data only | K2 | CO4 |
| 5 | 9 | The final stage of the research process is_____<br>a) Sampling    b) Data collection<br>c) Report writing    d) Hypothesis framing | K1 | CO5 |
| | 10 | Which of the following is NOT a feature of a good research report?<br>a) Clarity of presentation<br>b) Proper referencing<br>c) Objectivity<br>d) Plagiarism | K2 | CO5 |

## SECTION - B (35 Marks)
### Answer ALL questions
ALL questions carry EQUAL Marks      (5 × 7 = 35)

| Module No. | Question No. | Question | K Level | CO |
|---|---|---|---|---|
| 1 | 11.a. | Explain the objectives of research. | K2 | CO1 |
|  |  | (OR) |  |  |
|  | 11.b. | Distinguish between pure and applied research. |  |  |
| 2 | 12.a. | Describe the steps involved in defining a research problem. | K3 | CO2 |
|  |  | (OR) |  |  |
|  | 12.b. | Explain the importance of reviewing literature in research. |  |  |
| 3 | 13.a. | Explain probability and non-probability sampling techniques with examples. | K3 | CO3 |
|  |  | (OR) |  |  |
|  | 13.b. | Distinguish between census method and sampling method of data collection. |  |  |
| 4 | 14.a. | Explain the procedure of hypothesis testing. | K4 | CO4 |
|  |  | (OR) |  |  |
|  | 14.b. | Discuss the role of parametric and non-parametric tests in research analysis. |  |  |
| 5 | 15.a. | What are the essential steps in report writing? | K4 | CO5 |
|  |  | (OR) |  |  |
|  | 15.b. | Explain the precautions to be taken while writing a good research report. |  |  |

## SECTION -C (30 Marks)
### Answer ANY THREE questions
ALL questions carry EQUAL Marks      (3 × 10 = 30)

| Module No. | Question No. | Question | K Level | CO |
|---|---|---|---|---|
| 1 | 16 | Discuss the significance of research in the field of social sciences. | K4 | CO1 |
| 2 | 17 | Explain the features of a good research design with examples. | K4 | CO2 |
| 3 | 18 | Critically evaluate the merits and demerits of primary and secondary data. | K5 | CO3 |
| 4 | 19 | Explain the different statistical tools used in data analysis with examples. | K5 | CO4 |
| 5 | 20 | Discuss the various steps involved in the detection of plagiarism. | K6 | CO5 |

Z-Z-Z        END