

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BCOM DEGREE EXAMINATION DECEMBER 2023
(Fifth Semester)

Branch - COMMERCE (BUSINESS PROCESS SERVICES)

RESEARCH METHODOLOGY

Time: Three Hours

Maximum: 50 Marks

SECTION-A (5 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(5 x 1 = 5)

1. Research is
 - (i) Searching again and again
 - (ii) Finding solution to any problem
 - (iii) Working in a scientific way to search for truth of any problem
 - (iv) None of the above
2. An image, perception or concept that is capable of measurement is called
 - (i) Scale
 - (ii) Hypothesis
 - (iii) Type
 - (iv) Variable
3. Questions in which only two alternatives are possible is called
 - (i) Multiple choice questions
 - (ii) Dichotomous questions
 - (iii) Open ended questions
 - (iv) Structured questions
4. The chi-square test is:
 - (i) A mean
 - (ii) A multi-question tests.
 - (iii) A statistical mistake.
 - (iv) A statistic
5. The first page of the research report is
 - (i) Appendix
 - (ii) Bibliography
 - (iii) Index
 - (iv) Title Page

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks

(5 x 3 = 15)

- 6 a. Describe the characteristics of research.
OR
- b. Explain the role of research.
- 7 a. Discuss the factors for appropriating Research Design.
OR
- b. Differentiate random sampling and non random sampling.
- 8 a. What are the main components of observation?
OR
- b. Discuss the forms of Questionnaire.

Cont....

- 9 a. Differentiate per-test and pilot test.
OR
b. Present various basic principles of ANOVA.

- 10 a. Discuss the significance of report writing.
OR
b. State types of research report.

SECTION -C (30 Marks)

Answer ALL questions
ALL questions carry EQUAL Marks (5 x 6 = 30)

- 11 a. Briefly explain the various types of research.
OR
b. Analyse the procedure and personal components of the scientific approach.
- 12 a. Discuss the classification of research Design.
OR
b. Illustrate the factors affecting the size of the sample.
- 13 a. Explain the different ways in collecting the data through survey method.
OR
b. Examine different scaling techniques.
- 14 a. Reveal the stages involved in analysis of data.
OR
b. Examine the different steps involved in Hypothesis Testing.
- 15 a. Enumerate the layout of a research report in detail.
OR
b. Discuss the precautions for writing research reports.

Z-Z-Z

END