C. ABDUL HAKEEM COLLEGE (AUTONOMOUS), MELVISHARAM - 632 509. SEMESTER EXAMINATIONS, NOVEMBER - 2018

B.Com., CORPORATE SECRETARYSHIP U15SKS501 – RESEARCH METHODOLOGY (SBS - III)

Time: Three Hours Maximum: 60 Marks

SECTION - A (10 X 1 = 10 Marks)

Answer ALL Questions.

- 1. What is a research?
- 2. What do you mean by research design?
- Define Hypothesis.
- 4. What is a research problem?
- 5. What is primary data?
- 6. Define an Interview schedule
- 7. What do you mean by random sampling?
- 8. What is rating scale?
- 9. What is meant by interpretation?
- 10. What is a Research Report?

SECTION - B (5 \times 4 = 20 Marks)

Answer ALL Questions.

- 11. a) State the need for research.
- b) What are the qualities of a good research?

(Or.)

a) Mention the various sources of research problem.

- (2)
- b) Bring out the importance of hypothesis in research.
- a) State the various sources of secondary data.

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- b) Give any four differences between questionnaire and interview schedule.
- 14. a) Explain about stratified random sampling.

(Or.)

- b) Write a short note on ranking scale.
- 15. a) Mention the various techniques of interpretation

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b) What are the characteristics of a good research report?

SECTION - C (3 X10 = 30 Marks)

Answer ANY THREE Questions

- Briefly explain the various kind of research
- Explain about the various types of hypothesis.
- 18. What are the guiding principles followed while construction of questionnaire?
- 19. Describe the various methods of sampling
- Explain the layout of research report.

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