

C 20478-B

(Pages : 2)

Name.....

Reg. No.....

SIXTH SEMESTER U.G. DEGREE EXAMINATION, MARCH 2022

(CBCSS—UG)

B.Com.

BCM 6B 16—RESEARCH METHODOLOGY

Time : Two Hours

Maximum : 60 Marks

Section A*Answer atleast **eight** questions.**Each question carries 3 marks.**All questions can be attended.**Overall Ceiling 24.*

1. Define Research.
2. What do you mean by secondary sources of data ?
3. Give a note on Delphi technique.
4. What is Pilot Study.
5. Explain observation as a method of data collection.
6. Describe mail survey.
7. What is sampling size ?
8. Explain snowball sampling method.
9. What is sample size ?
10. Write a short note on quota sampling.
11. What is research report ?
12. What is briefing ?

(8 × 3 = 24 marks)

Section B*Answer atleast **five** questions.**Each question carries 5 marks.**All questions can be attended.**Overall Ceiling 25.*

13. Differentiate pure and applied research.
14. Explain different kinds of scales of measurement.

Turn over

15. How do you choose a method of data collection ?
16. State the merits and demerits of interview method.
17. Describe systematic sampling method.
18. Explain the characteristics of a good sample.
19. What is a footnote ? Explain the purpose of stating footnotes.

(5 × 5 = 25 marks)

Section C

*Answer any one question.
Each question carries 11 marks.*

20. Define Questionnaire. Explain the procedure for the construction of a questionnaire.
21. What is non-probability sampling ? Describe different kinds of non-probability sampling techniques.

(1 × 11 = 11 marks)