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Reg. No. : .....

Code No. : 12242 E Sub. Code : CMBE 54

B.Com. (CBCS) DEGREE EXAMINATION,  
APRIL 2025.

Fifth Semester

Banking and E-Commerce – Core

RESEARCH METHODOLOGY

(For those who joined in July 2022 only)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. The first step of research is

- (a) Selecting a problem
- (b) Searching a problem
- (c) Finding a problem
- (d) Identifying a problem

2. A research problem is feasible only when

- (a) It has utility and relevance
- (b) It is researchable
- (c) It is new and adds something to knowledge
- (d) All the above

3. A null hypothesis is

- (a) When there is no difference between the variables
- (b) The same as research hypothesis
- (c) Subjective in nature
- (d) When there is difference between the variables

4. When a research problem is related to heterogeneous population, the most suitable sampling method is:

- (a) Cluster Sampling
- (b) Stratified Sampling
- (c) Convenient Sampling
- (d) Lottery Method

5. Qualitative data includes.
- (a) Numerical and percentile information of a subject
  - (b) Every major and minor detail of a subject
  - (c) Both of them
  - (d) None of them
6. Which of the following is not a type of non-probability sampling?
- (a) Quota sampling
  - (b) Convenience sampling
  - (c) Snowball sampling
  - (d) Stratified random sampling
7. The experimental study is based on
- (a) The manipulation of variables
  - (b) Conceptual parameters
  - (c) Replication of research
  - (d) Survey of literature
8. Bibliography given in a research report
- (a) shows vast knowledge of the researcher
  - (b) helps those interested in further research
  - (c) has no relevance to research
  - (d) all the above
9. Interpretation should be
- (a) Subjective
  - (b) Objective
  - (c) Integrity
  - (d) All the above
10. A written format of a research work is known as
- (a) Research paper
  - (b) Monograph
  - (c) Project report
  - (d) Research report

PART B — (5 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 250 words.

11. (a) Explain the types of research.
- Or
- (b) Explain the research process.

12. (a) Enumerate the research design.  
Or  
(b) Explain the need for research design.
13. (a) Discuss the Non-probability sampling methods.  
Or  
(b) Discuss the complex random sampling design.
14. (a) Types of collecting secondary data.  
Or  
(b) Enumerate the key features of schedule.
15. (a) Discuss the techniques in interpretation.  
Or  
(b) Explain the significance of research report.

PART C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 600 words.

16. (a) Explain the criteria of good research.  
Or  
(b) Explain the major characteristics of research.

17. (a) Explain the elements of research design.  
Or  
(b) Differentiate the sampling design and experimental design.
18. (a) Discuss the advantages and disadvantages of systematic sampling.  
Or  
(b) Differentiate sample survey vs census survey.
19. (a) Explain the guidelines for constructing a questionnaire.  
Or  
(b) Explain the data preparation process.
20. (a) Explain the steps in research report.  
Or  
(b) Discuss the precautions to ensure the effective report.