

(6 pages)

Reg. No. :

Code No.: 31192 E Sub. Code: CMBE 54

B.Com. (CBCS) DEGREE EXAMINATION,
NOVEMBER 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. Which type of research focuses on immediate application?
 - (a) Basic research
 - (b) Applied research
 - (c) Theoretical research
 - (d) Pure research

2. The research process is generally _____.
 - (a) Linear
 - (b) Cyclical
 - (c) Random
 - (d) Irregular
3. The first step in research design is _____.
 - (a) Report writing
 - (b) Collecting secondary data
 - (c) Defining the research problem
 - (d) Interpreting results
4. A research design must be prepared _____.
 - (a) After data analysis
 - (b) Before data collection
 - (c) After hypothesis testing
 - (d) Only at the end of report writing
5. Simple random sampling ensures:
 - (a) Equal chance for each unit
 - (b) No randomization
 - (c) Complete bias
 - (d) Only small samples

6. The main limitation of sample survey is _____.
- (a) Cheaper
 - (b) Faster
 - (c) Subject to sampling error
 - (d) Less data needed
7. Which of the following is NOT a method of collecting primary data?
- (a) Observation
 - (b) Experimentation
 - (c) Questionnaires
 - (d) Published government reports
8. Which of the following is an example of secondary data?
- (a) Census reports
 - (b) Interviews
 - (c) Field surveys
 - (d) Direct observation
9. The layout of a research report generally begins with:
- (a) Appendix
 - (b) Introduction
 - (c) Findings
 - (d) Bibliography

10. A good research report should be:
- (a) Clear, concise and systematic
 - (b) Lengthy and confusing
 - (c) Biased and subjective
 - (d) Without proper references

PART B — (5 × 5 = 25 marks)

Answer ALL questions by choosing either (a) or (b).
Each answer should not exceed 250 words.

11. (a) State the criteria of good research.
- Or
- (b) Explain the importance of research in social sciences.
12. (a) What precautions must be taken while framing a research design?
- Or
- (b) Explain the importance of selecting a proper research design.
13. (a) Write a short note on snowball sampling.
- Or
- (b) List the advantages of probability sampling.

14. (a) State the limitations of secondary data.

Or

(b) Discuss the precautions to be followed while designing a questionnaire.

15. (a) Explain the meaning and importance of interpretation in research.

Or

(b) Explain the significance of report writing in research.

PART C — (5 × 8 = 40 marks)

Answer ALL questions by choosing either (a) or (b)
Each answer should not exceed 600 words.

16. (a) Explain the different steps in the research process.

Or

(b) Write a detailed note on diagnostic and explanatory research.

17. (a) Explain the various types of research design.

Or

(b) "A good research design ensures accuracy and reliability." — Discuss.

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18. (a) Discuss the merits and demerits of sample survey.

Or

(b) Describe the various types of non-probability sampling.

19. (a) Explain the significance of data collection in research.

Or

(b) Describe the main sources of secondary data.

20. (a) Describe the layout of a standard research report.

Or

(b) Write a detailed note on the precautions to avoid common errors in report writing.

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