

(6 pages)

Reg. No. :

Code No. : 22158 E Sub. Code : CMBE 54

B.Com. (CBCS) DEGREE EXAMINATION,
NOVEMBER 2024.

Fifth Semester

Banking and E-Commerce – Core

RESEARCH METHODOLOGY

(For those who joined in July 2021 and 2022 only)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. Which is the first step in the research process in social science research?
 - (a) Data collection
 - (b) Literature review
 - (c) Problem identification
 - (d) Hypothesis testing
2. Which of the following is a key difference between research methods and research methodology?
 - (a) Research methods are more theoretical than research methodology
 - (b) Research methodology provides the theoretical foundation, while research methods focus on practical techniques
 - (c) Research methods and research methodology are identical
 - (d) Research methodology is only used in quantitative research
3. Which of the following is NOT typically considered a feature of research design?
 - (a) Sample selection
 - (b) Data analysis methods
 - (c) Budget estimation
 - (d) Data presentation
4. Which type of research design is primarily concerned with establishing cause-and-effect relationships?
 - (a) Descriptive design
 - (b) Experimental design
 - (c) Historical design
 - (d) Cross-sectional design

5. 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
6. The difference between the expected value of a statistic and the value of the parameter being estimated is called a:
- (a) Standard error
 - (b) Bias
 - (c) Sampling error
 - (d) Non-sampling error
7. The limitations of a personal interview include-
- (a) Personal biases
 - (b) Lack of space and time
 - (c) Both of them
 - (d) None of them
8. Which form of data below can usually be obtained more quickly and at a lower cost than others?
- (a) Standard error
 - (b) Bias
 - (c) Sampling error
 - (d) Non-sampling error
9. How should long quotations (more than four or five lines) be formatted in a research report?
- (a) In italics
 - (b) Indented and single-spaced
 - (c) In bold
 - (d) In a different font
10. Which step involves creating a structured plan for the report?
- (a) Preparation of the rough draft
 - (b) Preparation of the final outline
 - (c) Writing the final bibliography
 - (d) Logical analysis of the subject matter

PART B — (5 × 5 = 25 marks)

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

11. (a) Distinguish between research and Research Methodology.
- Or
- (b) What are the various types of research?
12. (a) Discuss the features of experimental research design.
- Or
- (b) Explain an experimental research design.

13. (a) Examine the factors that determine the sample size.

Or

(b) Distinguish between systematic sampling and stratified random sampling.

14. (a) What are the criteria for a good questionnaire?

Or

(b) Distinguish between Questionnaire and Interview Schedule.

15. (a) Give an outline of techniques for interpretation of data.

Or

(b) What do you understand by report writing? What are the steps followed in it.

PART C — (5 × 8 = 40 marks)

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

16. (a) Briefly examine the stages involved in formulation of a research project.

Or

(b) List out the criteria of a Good Research.

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17. (a) Discuss the components of Good research Design.

Or

(b) List and explain the factor that influences the research design.

18. (a) Why probability sampling is generally preferred in comparison to non-probability sampling?

Or

(b) How could you differentiate between simple random sampling and complex random sampling design?

19. (a) Enumerate and explain the limitations in using questionnaire for data collection.

Or

(b) Explain the guidelines for construction of questionnaire / Interview schedule.

20. (a) Discuss the main considerations that should be taken into account in mechanics of thesis writing.

Or

(b) What are the main components of report writing in Social Science Research?

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