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(FOR THE CANDIDATES ADMITTED **23PIB310:**

DURING THE ACADEMIC YEAR 2023-24 ONLY) REG.NO. :

N.G.M.COLLEGE (AUTONOMOUS) : POLLACHI

END-OF-SEMESTER EXAMINATIONS : NOVEMBER 2024

M.Com IB **MAXIMUM MARKS: 75**

SEMESTER:III **TIME : 3 HOURS**

23PIB310 – RESEARCH METHODOLOGY

SECTION – A (10 X 1 = 10 MARKS)

ANSWER THE FOLLOWING QUESTIONS. (K1)

1. Identify the primary purpose of research:_____
   a) Identifying a target market
   b) Formulating a research design
   c) Solving a problem or generating new knowledge
   d) None of the above
2. Distinguish between quantitative and qualitative research by choosing the correct type that focuses on measuring numerical data_____
   a) Qualitative Research b) Quantitative Research
   c) Exploratory Research d) Descriptive Research
3. Classify the following example as either primary or secondary data: Government statistics.
   a) Primary Data b) Secondary Data c) Miscellaneous Data d) Tertiary Data
4. Select the key characteristic of random sampling:
   a) Every member of the population has an equal chance of being selected
   b) Only individuals with specific characteristics are selected
   c) Sampling is based on convenience
   d) Sampling occurs based on quotas
5. Determine which statistical test is used to examine the relationship between categorical variables_____

a) Chi-Square Test b) T-Test c) ANOVA d) Regression Analysis

ANSWER THE FOLLOWING IN ONE (OR) TWO SENTENCES (K2)

6. What is research problem indentification.
7. Summarize the two main types of data used in research
8. what a pilot study.
9. State the main purpose of report writing in research.
10. Define sampling error.

(CONT…2)

SECTION – B (5 X 5 = 25 MARKS)

ANSWER EITHER (a) OR (b) IN EACH OF THE FOLLOWING QUESTIONS. (K3)

11. a)What are the key components of research design, and why is it important in solving a research problem? **(OR)**

    b)How does formulating a research problem guide the direction of a study?

12. a)What are the limitations while identifying a research problem? **(OR)**

    b)Explain the importance of selecting and formulating a research problem accurately.

13. a) What is the difference between primary and secondary data? Provide examples. **(OR)**

    b) Why is sampling important in research, and what are the common types of sampling errors?

14. a) Define non-sampling errors and explain how they differ from sampling errors. **(OR)**

    b) What are the different types of sampling methods, and how do you choose the right one for a study?

15. a) How is a Chi-Square test used in research, and what does it measure? **OR)**

    b) Explain the process of preparing a questionnaire for data collection in research.

SECTION – C (5 X 8 = 40 MARKS)

ANSWER EITHER (a) OR (b) IN EACH OF THE FOLLOWING QUESTIONS.(K4 (Or) K5)

16. a) Discuss the various types of research and their relevance in solving real-world problems. Provide examples for each type **(OR)**

    b) Explain the steps involved in selecting and formulating a research problem. How does the research design play a crucial role in addressing the problem?

17. a)Evaluate the significance of research design in ensuring the success of a research study. How can a well-structured research design contribute to formulating effective solutions? **(OR)**

    b) Analyze the scope and limitations of research in addressing business-related problems. How do researchers overcome these limitations?

18. a)Critically examine the role of sampling in research. Discuss different types of sampling methods and highlight their advantages and disadvantages. **(OR)**

    b)Assess the importance of data collection in research. Compare and contrast the use of primary and secondary data with examples of how they influence research outcomes.

19. a)Analyze the impact of sampling errors and non-sampling errors on the accuracy of research findings. Suggest methods to minimize these errors. **(OR)**

    b) Evaluate different types of data (primary, secondary, and miscellaneous) and discuss how each type can influence the research process and conclusions.

20. a) Explain the steps involved in processing data using tools like Tally Bars, coding, and tabulation. How do diagrams and charts enhance the analysis of research data? **(OR)**

    b)Conduct a detailed analysis of the Chi-Square test and Trend analysis. Explain their applications in research with relevant examples.

Ethical paper **********