

(FOR THE CANDIDATES ADMITTED
DURING THE ACADEMIC YEAR 2024 ONLY)

24PCC311

REG.NO. :

N.G.M.COLLEGE (AUTONOMOUS) : POLLACHI
END-OF-SEMESTER EXAMINATIONS : NOVEMBER-2025
M.Com.-C.A **MAXIMUM MARKS: 75**
SEMESTER: III **TIME : 3 HOURS**

RESEARCH METHODOLOGY

SECTION – A (10 X 1 = 10 MARKS)

ANSWER THE FOLLOWING QUESTIONS.

MULTIPLE CHOICE QUESTIONS.

K1

1. Which of the following is not a type of research?
a) Applied research b) Pure research c) Trend research d) Circular research
2. A good hypothesis must be: _____.
a) Broad and subjective b) Measurable and testable c) Based on assumptions d) Speculative
3. The full form of T-test is: _____.
a) Time test b) Type test c) Test of truth d) Student's t-test
4. Which of the following is a primary data collection method?
a) Internet search b) Census reports c) Interview method d) Journals
5. Editing and coding are part of: _____.
a) Data collection b) Sampling c) Data interpretation d) Literature review

ANSWER THE FOLLOWING IN ONE (OR) TWO SENTENCES.

(K2)

6. Define research and mention any two characteristics.
7. What is sampling? State its significance.
8. Mention any two precautions while using secondary data.
9. Differentiate between Karl Pearson's and Spearman's correlation.
10. What are the components of a good research report?

SECTION – B

(5 X 5 = 25 MARKS)

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

11. a) Explain the steps involved in formulating a research problem.
(OR)
b) Apply suitable research design methods for studying consumer behavior in e-commerce.
12. a) Discuss the advantages and limitations of sampling.
(OR)
b) Describe the different types of sampling techniques with examples.
13. a) Illustrate the procedure of preparing a questionnaire.
(OR)
b) Describe the importance and steps in conducting a pilot study. **(CONTD.....2)**

- 14.a) Compute Karl Pearson's correlation coefficient from the following data:
 X: 10, 20, 30, 40, 50
 Y: 15, 25, 35, 45, 55

(OR)

- b) Discuss in detail on characteristics of hypothesis.

- 15.a) What are the various steps involved in report writing?

(OR)

- b) Evaluate the ethical issues to be considered in a research report.

SECTION – C**(5 X 8 = 40 MARKS)****ANSWER EITHER (a) OR (b) IN EACH OF THE FOLLOWING QUESTIONS.****(K4 (Or) K5)**

16. a) Analyze the types of research and their applications with suitable examples.

(OR)

- b) Explain the significance of a research problem and its formulation in social science research.

17. a) Critically evaluate the steps in sampling design

(OR)

- b) Analyze how stratified and cluster sampling differ in application.

18. a) Discuss in detail the various methods of collecting primary and secondary data.

(OR)

- b) Illustrate the process and importance of pre-testing in research.

- 19.a) The table given below shows the data obtained during outbreak of smallpox:

Particulars	Attacked	Not attacked	Total
Vaccinated	31	469	500
Not vaccinated	185	1315	1500
Total	216	1784	2000

Test the effectiveness of vaccination in preventing the attack from smallpox. Test your result with the help of χ^2 at 5 per cent level of significance.

(OR)

- b) Discuss the procedure for testing a hypothesis

20. a) Prepare a detailed layout of a research report.

(OR)

- b) Analyze the techniques of interpretation and their role in arriving at conclusions.
