

**NGM COLLEGE (AUTONOMOUS) POLLACHI
END-OF-SEMESTER EXAMINATIONS: DECEMBER-2022**

**M.Com-International Business
III SEMESTER**

**MAXIMUM MARKS: 70
TIME: 3 HOURS**

RESEARCH METHODOLOGY

SECTION – A (10 X1 = 10 MARKS)

**ANSWER THE FOLLOWING QUESTIONS
MULTIPLE CHOICE QUESTIONS**

(K1)

1. When planning to do social research, it is better to: _____
 - a) Approach the topic with an open mind
 - b) Do a pilot study before getting stuck into it
 - c) Be familiar with the literature on the topic
 - d) Forget about theory because this is a very practical undertaking.
2. Research problem is selected from the standpoint of _____
 - a) Social relevance
 - b) Financial support
 - c) Researcher's interest
 - d) Availability of relevant literature
3. A researcher is interested in studying the prospects of Coir Industry what tool should he prefer for the study?
 - a) Rating Scale
 - b) Interview
 - c) Questionnaire
 - d) Schedule
4. What is the use of Factorial Analysis?
 - a) For setting the hypotheses
 - b) To understand the difference between two variables
 - c) To understand the relationship between two variables
 - d) To understand the difference between various variables
5. What do you mean by synopsis of a research project?
 - a) The blue print of research
 - b) Extracts from the research observations
 - c) A plan of the research
 - d) Summary of the findings of the research

ANSWER THE FOLLOWING IN ONE (OR) TWO SENTENCES

(K2)

6. What is an observational study?
7. Should the researcher always formulate a hypothesis before collecting data?
8. What is the difference between the dependent variable and the independent variable?
9. What is bibliography?
10. What is a cross-sectional design?

SECTION – B**(5 X 4 = 20 MARKS)****ANSWER EITHER (a) OR (b) IN EACH OF THE FOLLOWING QUESTIONS. (K3)**

11. a) What are the objectives of research?
(OR)
b) Explain the significance of research design.
12. a) State the features of primary data.
(OR)
b) What are the common errors in sampling?
13. a) Explain the challenges in Data Processing.
(OR)
b) What are the objectives of data editing?
14. a) What are the precautions which must be exercised by the researcher in order to have correct interpretation?
(OR)
b) What is the order of chaptering in a research report?
15. a) What are the types of issues do pilot studies attempt to reduce?
(OR)
b) What are the elements of research design?

SECTION – C**(4 X 10 = 40 MARKS)****ANSWER ANY FOUR OUT OF SIX QUESTIONS.****(16TH QUESTION IS COMPULSORY AND ANSWER ANY THREE QUESTIONS FROM Q.NO: 17 TO 21)****(K4) OR (K5)**

16. Explain the basic steps of the scientific research method
17. Describe the different types of sampling methods practiced in social science research.
18. Explain questionnaire and examine its main characteristics.
19. Describe the various types of research report.
20. Explain the essential components of a case study.
21. You have been assigned the task of measuring the job satisfaction of employees in your company. Design a suitable questionnaire to measure the same.