

SUB.CODE: 20PCO2C4/20PCOA2C4

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**DHANALAKSHMI SRINIVASAN COLLEGE  
OF ARTS & SCIENCE FOR WOMEN  
(AUTONOMOUS)**



(For Candidates admitted from 2020-2021 onwards)

**PG DEGREE EXAMINATIONS APRIL – 2021  
M.COM & M.COM CA - COMMERCE  
RESEARCH METHODOLOGY**

**Time: 3 Hrs**

**Max.Marks: 75**

**PART – A**

**CHOOSE THE CORRECT ANSWER:**

**(10\*1=10)**

- Characteristics of quantitative research are
  - Subjective
  - Testing theory
  - Reductionistic
  - Generalization.
- A research study begins
  - As an answer
  - As an objective
  - As a conclusion
  - As a problem.
- Sampling design refers to
  - a definite plan for obtaining a sample from a given population
  - a definite plan for obtaining a sample from a field.
  - a plan which includes the field of research.
  - a plan of activities connected to research.
- When every item in the universe has an equal chance of inclusion in the sample it is called
  - non- probability sampling
  - probability sampling.
  - systematic sampling
  - strata sampling.
- When phenomena are grouped into categories with uniform ranges, researcher would adopt
  - ordinal scale
  - nominal scale
  - interval scale
  - ratio scale
- Questionnaire is a
  - Research method
  - Measurement technique
  - Tool for data collection
  - Data analysis technique
- What do the researchers use to analyze the data?
  - Mathematical methods
  - Probability methods
  - Index numbers
  - Statistical tools.

8. Hypothesis is

- a) Declarative tentative statement
- b) Expected outcome.
- c) Relationship among variables
- d) Direction of variables.

9. Reports present conclusions based on

- a) Investigation
- b) Intuition
- c) Impression
- d) Belief

10. Business research gives information to guide

- a) Scholars
- b) Business decisions
- c) Brokers
- d) Stockholders

**PART – B**

**ANSWER ALL THE QUESTIONS**

**(5\*7=35)**

11. a) Explain the scope of business research?

**(OR)**

b) State the criteria of a good research problem in social research?

12. a) What are the factors affecting research design?

**(OR)**

b) List out the merits and demerits of Ex-Post Facto Method?

13. a) Explain the types of Experimental method?

**(OR)**

b) What are the advantages and disadvantages of an interview schedule?

14. a) List out the rules of tabulation?

**(OR)**

b) Explain the various types of errors in testing a hypothesis?

15. a) Explain the steps involved in writing report?

**(OR)**

b) Give the specimen of the bibliography?

**PART – C**

**ANSWER ANY THREE QUESTIONS**

**(3\*10=30)**

16. Explain in detail about the process of research?

17. Briefly explain the probability or random sampling method?

18. What are the major steps involved in the process of construction of schedule or questionnaire?

19. What are the various types of Classification?

20. Draft the layout of a research report?