



K22U 2860

Reg. No. :

Name :



Third Semester B.Com. Degree (CBCSS – Supplementary)

Examination, November 2022

(2016-18 Admissions)

Complementary Course

3C03 COM : BASICS OF RESEARCH METHODOLOGY

Time : 3 Hours

Max. Marks : 40

PART – A

I. Answer **all** questions. **Each** carries $\frac{1}{2}$ mark :

- 1) _____ is the first step in research process.
- 2) Errors that arise due to reasons other than sampling is _____
- 3) Cluster sampling is a _____ sampling method.
- 4) The blueprint of research process is called _____ (4× $\frac{1}{2}$ =2)

PART – B

II. Answer **any four** questions. **Each** carries **one** mark :

- 5) Differentiate qualitative research and quantitative research.
- 6) What is the need for reviewing literature for research ?
- 7) What is schedule ?
- 8) What is research problem ?
- 9) What do you mean by sampling ?
- 10) What is probability sampling ? (4×1=4)

P.T.O.



PART – C

III. Answer **any six** questions (**not** exceeding **one** page). **Each** carries **three** marks :

- 11) What is meant by formulation of research problem ? What does it involve ?
- 12) Explain the significance of a business research.
- 13) Differentiate between probability sampling and non probability sampling.
- 14) Discuss the essentials of a good sample.
- 15) Define observation. Explain the types of observation.
- 16) Explain the need for conducting research studies.
- 17) What are the disadvantages of secondary data ?
- 18) Explain the steps in research process. (6×3=18)

PART – D

IV. Answer **any two** questions. **Each** carries **eight** marks :

- 19) Write an essay on the various types of non probability sampling.
 - 20) Define research design. What are the elements and characteristics of a good research design ?
 - 21) Describe the contents of a research report. (2×8=16)
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