

NOVEMBER 2017

65165/KDA3A/
KDF3B

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer any TEN questions.

1. What is research?
2. What do you mean by exploratory research?
3. List out the types of hypothesis.
4. What is sample size?
5. What is primary data?
6. Define questionnaire.
7. What is tabulation?
8. Name any two software packages for research analysis.
9. What do you mean by popular report?
10. What does "op. cit." denote?

II M. Com . Research Methodology,

11. What do you mean by research problem?

12. What is pre-testing?

PART B — (5 × 5 = 25 marks)

Answer any FIVE questions.

13. Mention various types of research approaches.

14. What are Type-I and Type-II errors?

15. State the characteristics of a good secondary data.

16. Explain the important statistical measures of central tendency.

17. List out the significance of report writing.

18. Mention the qualities of a good research.

19. Draft a note on multi-stage sampling?

PART C — (4 × 10 = 40 marks)

Answer any FOUR questions.

20. Explain various types of research.

21. Narrate the main steps involved in sampling design.

22. Bring out the merits of collecting data through interview method.

23. Mention the stages involved in the process of data preparation.

24. Draft the lay-out of a research report.

25. What are the projective techniques used in data collection?