

Roll.No.

24UBHCT5020

SHRIMATHI DEVKUNVAR NANALAL BHATT VAISHNAV COLLEGE FOR WOMEN
(AUTONOMOUS)

(Affiliated to the University of Madras and Re-accredited with 'A+' Grade by NAAC)
Chromepet, Chennai - 600 044.

B.Com.Honours - END SEMESTER EXAMINATIONS - NOVEMBER 2025
SEMESTER - V

24UBHCT5020 - Research Methods

Total Duration : 2 Hrs. 30 Mins.

Total Marks : 60

Section B

Answer any **SIX** questions ($6 \times 5 = 30$ Marks)

1. Define research and explain its significance.
2. Describe the different steps involved in a research process.
3. Prepare a short note on the procedure of hypothesis testing.
4. Explain the advantages of using SPSS in data analysis.
5. **Case:**

A marketing researcher wants to study customer satisfaction for a new product launched by a company in a metropolitan city. The population consists of 1,00,000 customers. Due to time and budget constraints, the researcher decides to survey only 1,000 customers. He is confused about whether to use probability sampling or non-probability sampling.

Questions:

- a) Which sampling method would be more suitable?
 - b) What factors should be considered in determining the sample size?
 - c) How can sampling error be minimized?
6. Classify the different sources of literature review with examples.
 7. Illustrate the different components of a report.
 8. Distinguish between coding and classification of data.

Section C

I - Answer any **TWO** questions ($2 \times 10 = 20$ Marks)

9. Describe and Illustrate the different types of research design in detail.
10. Prepare a structured outline for defining a research problem in a research study.
11. Examine the basic principles and techniques of writing the research proposal and brief on the various stages, criteria for good research report.

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12. Evaluate the stages in processing of data: editing, coding, classification and tabulation.

II - Compulsory question (1 × 10 = 10 Marks)

13. Examine the basic concept of sampling. How do you determine the sample size of a research study.
