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**DMI-ST. EUGENE UNIVERSITY
DEGREE EXAMINATION – DECEMBER – 2022**

SEM:VI

551/552 MG 61 RESEARCH METHODOLOGY

Time: 3 Hours

Max. Marks: 100

Answer any Five questions (5 x 20 = 100 Marks)

1. a) Discuss the two main types of research design. **(10 Marks)**
b) Discuss what is meant by positive or negative correlation in research. What is the third type of correlation? **(10 Marks)**
2. a) Describe the characteristics of a good sample. **(10 Marks)**
b) Explain the difference between simple random sample and systematic random sampling. **(10 Marks)**
3. a) Explain the difference between Primary and Secondary data. **(10 Marks)**
b) Discuss the advantages and disadvantages of using primary data. **(10 Marks)**
4. a) Explain the characteristics of a good hypothesis. **(10 Marks)**
b) Explain the concept of segmentation as it relates to research. **(10 Marks)**
5. a) Explain the importance of editorial review in report writing. **(10 Marks)**
b) Explain the importance of report writing. **(10 Marks)**
6. a) Explain the principle of measurement in data collection. **(10 Marks)**
b) Discuss the difference between nominal and ordinal scaling. **(10 Marks)**
7. a) Discuss two scenarios when parameter tests would be used. **(10 Marks)**
b) Discuss the difference between parameter tests and non-parameter tests. **(10 Marks)**