

TB243815S

Reg. No :

Name :

BACHELOR'S DEGREE (C.B.C.S) EXAMINATION, NOVEMBER 2024
2018, 2019, 2020, 2021, 2022 ADMISSIONS SUPPLEMENTARY
SEMESTER III - CORE COURSE (SOCIOLOGY)
SO3B04B18 - Principles of Social Research

Time : 3 Hours

Maximum Marks : 80

Part A

I. Answer any Ten questions. Each question carries 2 marks

(10x2=20)

1. What is ex-post-facto design?
2. What is applied research?
3. What does a null hypothesis claim about the relationship between two variables?
4. Define concept.
5. Differentiate between experimental and control groups.
6. What is meant by a research problem?
7. What is sample size?
8. When is convenience sampling used in research?
9. Mention two important limitations of sampling.
10. Give an example for numerical coding.
11. What is a technical report?
12. What do you mean by analysis of data?

Part B

II. Answer any Six questions. Each question carries 5 marks

(6x5=30)

13. Examine the nature and characteristics of social research?
14. Marketing firms initially use exploratory research before launching their products or services. Why? Justify your answer.
15. "Research design in exploratory studies must be flexible, but in descriptive studies, it must minimize bias and maximize reliability"- Discuss
16. What are the limitations of secondary data?
17. Explain the advantages and limitations of simple random sampling.
18. What are the type of questions to be avoided in a questionnaire?
19. What points will you keep in mind while preparing a research report?
20. Narrate the characteristics of a good table in data analysis?
21. What are the uses of statistics in social research?

Part C

III. Answer any Two questions. Each question carries 15 marks

(2x15=30)

22. How does social science research differ from natural sciences? Explain with suitable examples.
23. Write a research proposal based on descriptive research design.
24. Describe the major differences between experimental and observational data.
25. Explain the significance of a research report and describe the various steps involved in writing such a report.

