STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 600 086.
(For candidates admitted during the academic year 2020–2021 and thereafter)

B.COM. DEGREE EXAMINATION NOVEMBER 2023
HONOURS
FIFTH SEMESTER

COURSE	:	MAJOR – CORE	
PAPER	:	RESEARCH METHODOLOGY	
SUBJECT CODE	:	20BH/MC/RM54	
TIME	:	3 HOURS	MAX. MARKS: 100

SECTION – A
ANSWER ALL QUESTIONS: (10 x 2 = 20)

1. Define Business research.
2. State the benefits of a research proposal.
3. Give the factors that contribute to the success of case study analysis.
4. List the different types of sources in literature review.
5. State the characteristics of a good sample.
6. How is "pretesting" of a questionnaire done?
7. Define interpretation.
8. List any four sampling techniques.
9. What are the benefits of good interpretation?
10. List the contents of prefatory part of report.

SECTION – B
ANSWER ANY FIVE QUESTIONS: (5 x 8 = 40)

11. Describe the steps involved in the research process.
12. Explain the factors affecting research design.
13. Discuss the different types of literature review.
14. What are the factors that influence the decision on the size of sample?
15. Explain in detail the different sources of secondary data.
16. State the objectives of editing. How does a researcher handle "DK" response?
17. What are the qualities of a good research report?

SECTION – C
ANSWER ANY TWO QUESTIONS: (2 x 20 = 40)

Question No 21 is compulsory

18. Illustrate the issues involved in identifying a research problem.
19. What is research design and what steps would you envisage in preparing a research design?
20. State the various steps in writing a report.

21. In an era where social media has become pervasive, concerns have been raised about its potential impact on mental well-being. This study aims to comprehensively analyze the relationship between social media usage patterns and mental well-being in young adults.

Research Hypothesis

Null Hypothesis (H0): There is no significant association between the extent of social media usage and the mental well-being of young adults.

Alternative Hypothesis (H1): Higher social media usage is associated with poorer mental well-being in young adults.

Methodology

Sampling: A representative sample of 500 young adults (ages 18-25) is randomly selected from diverse backgrounds.

Data Collection

Independent Variable: Social media usage, measured by daily hours spent on major platforms.

Dependent Variable: Mental well-being, assessed through standardized psychological well-being scales and self-reported mental health status.

Additional variables: Frequency of social interactions, sleep patterns, and self-esteem are collected to control for potential confounding factors.

Statistical Analysis

Descriptive statistics are used to summarize social media usage patterns and mental well-being scores.

Correlation analysis is conducted to examine the bivariate relationship between social media usage and mental well-being.

Multiple regression analysis is employed to assess the unique contribution of social media usage to mental well-being while controlling for confounding variables.

Hypothetical Data and Comprehensive Analysis

The correlation analysis reveals a moderate negative correlation (-0.30) between daily social media usage and mental well-being scores, and the multiple regression analysis shows a significant negative beta coefficient (-0.25) for social media usage after controlling for other variables ($p < 0.01$).

Required

 a) Interpret the results of the above data analysis.
 b) Provide appropriate conclusion and give your recommendations.
 c) Comment on the quality of the research and suggest further improvements in the research design.

****