**Roll No. ………………………..**

**Renaissance College of Commerce & Management**

**Assignment Question Paper**

**B.Com. (Hons) III Year Examination**

**Subject: Research Methodology**

***Note*** *:* Attempt any All Question

1. What do you mean by research? State its importance n business and enumerate the different steps involved in the research process.
2. Briefly explain different types of research design.
3. Distinguish between primary data and secondary data. Explain various sources of Primary and secondary data.
4. Identify the following as nominal, ordinal, ratio or interval data. Explain your answers.
5. Temperatures measured on Kelvin Scale
6. Military Ranks
7. Social Security Numbers
8. Describe briefly the questionnaire method and design a questionnaire with minimum 10 questions to study the perception, awareness, attitude and behavior of youngsters towards hair care products.