D 111065 **(Pages : 2)** **Name.....**

Reg. No.....

THIRD SEMESTER M.Com. DEGREE (REGULAR/SUPPLEMENTARY) EXAMINATION, NOVEMBER 2024

(CBCSS)

M.Com.

MCM 3C 13—RESEARCH METHODOLOGY

(2019 Admission onwards)

Time : Three Hours Maximum : 30 Weightage

Answer should be written in English only.

Part A

Answer any **four** *questions.*
Each question carries 2 *weightage.*

1. What is Exploratory research ?
2. Briefly explain Longitudinal surveys.
3. What do you mean by confounded relationship ?
4. Write short note on Bibliography.
5. What is Simulation ?
6. What is the purpose of Cluster Analysis ?
7. What is Likert scale ?

(4 × 2 = 8 weightage)

Part B

Answer any **four** *questions.*
Each question carries 3 *weightage.*

8. Explain the different approaches used in research.
9. What are the factors considered while deciding the size of the sample ?
10. "Creative management, whether in public administration or private industry, depends on methods of inquiry that maintain objectivity, clarity, accuracy and consistency." Discuss this statement and examine the significance of research.

Turn over

11. What is Research Design ? Explain the various stages of Research Design.

12. A sample of 200 bulbs made by a company give a lifetime mean of 1540 hours with a standard deviation of 42 hours. Is it likely that the sample has been drawn from a population with a mean lifetime of 1500 hours ? You may use 5 per cent level of significance.

13. The manager of ABC ice cream parlour has to take a decision regarding how much of each flavour of ice cream he should stock so that the demand of the customers are satisfied. The ice cream supplier claims that among the four most popular flavours, 62 per cent customers prefer vanilla, 18 per cent chocolate, 12 per cent strawberry and 8 per cent mango. A random sample of 200 customers produces the results below. At 5 % significance level, test the claim that the percentages given by the suppliers are correct

14. An economist is interested in estimating the average monthly household expenditure on food items by the households of a town. Based on past data, it is estimated that the standard deviation of the population on the monthly expenditure on food item is Rs. 30. With allowable error set at Rs. 7, estimate the sample size required at a 90 per cent confidence.

(4 × 3 = 12 weightage)

Part C

Answer any **two** *questions.*
Each question carries 5 *weightage.*

15. 'A researcher faces number of hurdles while doing research'. Explain.

16. What is non-parametric test ? Briefly explain the various types.

17. The following table shows the kilometres/litre which a test driver with three different types of cars has obtained randomly on different occasions.

Car 1	:	15	14.5	14.8	14.9		
Car 2	:	13	12.5	13.6	13.8	14	
Car 3	:	12.8	13.2	12.7	12.6	12.9	13

Using a 5 per cent level of significance, perform a one-way ANOVA to examine the hypothesis that the difference in the average mileage in the three types of cars can be attributed to chance.

18. Briefly describe the different types of sampling techniques with examples.

(2 × 5 = 10 weightage)

D 51188 (**Pages : 2**) **Name.....**

Reg. No.....

THIRD SEMESTER M.Com. (C.B.C.S.S.) (REGULAR/SUPPLEMENTARY) DEGREE EXAMINATION, NOVEMBER 2023

M.Com.

MCM 3C 13—RESEARCH METHODOLOGY

(2019 Admission onwards)

Time : Three Hours Maximum Weightage : 30

Part A

Answer any **four** *questions.*

Each question carries 2 *weightage.*

1. Discuss the objectives of Research.
2. What do you mean by sample design ? What points should be taken in to consideration by a researcher in developing a sample design for research ?
3. Write short note on :
   (a) Semantic differential scale.
   (b) Likert scale.
   (c) Graphic rating scale.
4. Distinguish between experiment and survey.
5. What is the need for reviewing literature for research ?
6. What are the characteristics of a good hypothesis ?
7. Distinguish between cluster sampling and stratified sampling.

(4 × 2 = 8 weightage)

Part B

Answer any **four** *questions.*

Each question carries 3 *weightage.*

8. What do you mean by multivariate analysis ? Explain its significance.
9. Explain the important experimental research designs.
10. Evaluate Interviewing as a method of data collection.
11. Describe the points to be considered while planning report writing.

Turn over

12. The mean of a certain production process is known to be 50 with a standard deviation of 2.5. The production manager may welcome any change in mean value towards higher side but would like to safeguard against decreasing value of mean. He takes a sample of 12 items that give a mean value of 48.5. What inferences should the manager take for the production process based on sample result? Use 5% level of significance for the purpose.

13. A simple random sampling survey in respect of monthly earnings of semi- skilled workers in two cities gives the following statistical information :

City	Mean monthly earnings	Standard deviation of sample data of monthly earnings	Size of sample
A	695	40	200
B	710	60	175

Test the hypothesis at 5% level that there is no difference between monthly earnings of workers in the two cities.

14. "Processing of data implies editing, coding, classification and tabulation." Describe in brief the four operations pointing out the significance of each in context of research study.

(4 × 3 = 12 weightage)

Part C

Answer any **two** *questions.*
Each question carries 5 *weightage.*

15. Describe the different steps involve in research process.

16. Explain different types of research by pointing out the features.

17. Define research report. Describe in brief the layout of research report covering all relevant points.

18. Set up an analysis of variance for the following per acre production data for three varieties of wheat each grown on four plots and state if the variety differences are significant ?

Plot of Land	Per acre production data Variety of wheat		
	A	B	C
1	6	5	5
2	7	5	4
3	3	3	3
4	8	7	4

(2 × 5 = 10 weightage)

D 31062 **(Pages : 2)** **Name.....**

Reg. No.....

THIRD SEMESTER M.Com. DEGREE (REGULAR/SUPPLEMENTARY) EXAMINATION, NOVEMBER 2022

(CBCSS)

Master of Commerce

MCM3C13—RESEARCH METHODOLOGY

(2019 Admission onwards)

Time : Three Hours Maximum : 30 Weightage

Part A

Answer any **four** *questions.*
Each question carries 2 *weightage.*

1. Define research.
2. What is case study ?
3. What is independent variable ?
4. What is null hypothesis ?
5. What is exploratory study ?
6. What is primary data ?
7. Discuss accidental sampling.

(4 × 2 = 8 weightage)

Part B

Answer any **four** *questions.*
Each question carries 3 *weightage.*

8. The null hypothesis with regard to a study was, there is no significant difference between boy's score and girl's score. The values are p-value (two tailed) = .6345, DF= 20, Mean Boys = 46.55 and girls = 44.09, *t* value is 0.48. State whether the hypothesis is to be accepted or fails to accepted?
9. Explain how literature survey supports a research study.
10. Explain various types of variables.
11. Explain how the theoretical framework of a research study helps in research.

Turn over

12. Distinguish between null hypothesis and alternate hypothesis.

13. Find the variance and standard deviation for the following data : 57, 64, 43, 67,49, 59, 44, 47,61,59.

14. How stratified random sampling is differing from quota sampling ?

(4 × 3 = 12 weightage)

Part C

Answer any **two** *questions.*
Each question carries 5 *weightage.*

15. Explain the research process in detail.

16. Mention the type of questions used in questionnaires.

17. Differentiate descriptive and inferential statistics.

18. The height and weight of 12 individuals are given. Calculate Pearson's correlation co-efficient.

Height (cms)		*Weight (kg)*
180	...	85
176	...	74
170	...	64
175	...	84
168	...	80
163	...	75
163	...	68
162	...	64
177	...	73
172	...	77
168	...	68
169	...	79

(2 × 5 = 10 weightage)

D 11579 **(Pages : 3)** **Name.....**

Reg. No.....

THIRD SEMESTER M.Com. DEGREE (REGULAR/SUPPLEMENTARY) EXAMINATION, NOVEMBER 2021

[November 2020 for SDE/Private Students]

(CBCSS)

M.Com.

MCM 3C 13—RESEARCH METHODOLOGY

(2019 Admission onwards)

Time : Three Hours Maximum : 30 Weightage

General Instructions (Not applicable to SDE/Private Students)

1. *In cases where choices are provided, students can attend* **all** *questions in each section.*
2. *The minimum number of questions to be attended from the Section / Part shall remain the same.*
3. *The instruction if any, to attend a minimum number of questions from each sub section / sub part / sub division may be ignored.*
4. *There will be an overall ceiling for each Section / Part that is equivalent to the maximum weightage of the Section / Part.*

Part A

Answer any **four** *questions.*
Each question carries 2 *weightage.*

1. Explain snowball sampling.
2. What is sampling design ?
3. What is meant by cluster sampling ?
4. What do you mean by structured observation ?
5. What is population ?
6. What do you mean by sampling error ?
7. Discuss nominal scale.

(4 × 2 = 8 weightage)

Turn over

Part B

Answer any **four** *questions.*
Each question carries 3 *weightage.*

8. Write short notes on the following terms :

   a) Population.
   b) Sampling Unit.
   c) Sampling frame.
   d) Sample.

9. The information below shows the paired samples t-test for a study of pre-training scores and post training scores of employees. Write the interpretations.

   Hypothesized value : 0.000

   Mean pre-training : 39.200

   Mean post training : 39.933

   Mean difference : –0.733

   SD : 5.378

   Std error : 1.389

   N : 15

   DF : 14

   T : –0.53

   p-value : .6057

10. Explain the following methods of sample selection :

    a) Purposive sampling.
    b) Quota sampling.
    c) Expert sampling.
    d) Multi-stage sampling.

11. Distinguish between primary data and secondary data.

12. Interpret the correlation co-efficient.

    Sales : 1.000

    Advt : 0.980

    Correlation co-efficient between sales and advertisement expenditure = 0 .0980

    12 sample size

    +_. 576 critical value .05 (two tail)

    +_.708 critical value .01 (two-tail)

13. What are the two reference styles ?

14. Distinguish between research methods and research methodology.

(4 × 3 = 12 weightage)

Part C

Answer any **two** *questions.*
Each question carries 5 *weightage.*

15. What is census survey ? What are its advantages and disadvantages ?

16. The following data is given : Calculate the ANOVA co-efficient.

Types of Animals	Number of animals	Average Domestic animals	Standard Deviation
Dogs	5	12	2
Cats	5	16	1
Hamsters	5	20	4

17. Examine the differences between census and sampling methods.

18. What is hypothesis and explain various types of hypothesis ?

(2 × 5 = 10 weightage)

C 5210 **(Pages : 2 + 4 = 6)** **Name.....**

Reg. No.....

THIRD AND FOURTH SEMESTER M.A./M.Sc./M.Com. DEGREE EXAMINATION, APRIL/MAY 2021

[PVT/SDE]

(CUCBCSS)

M.Com.

MC 3C 13—RESEARCH METHODOLOGY

(2017 to 2018 Admissions)

Time : Three Hours Maximum : 80 Marks

Part A

Answer **all** *the questions*
Each question carries 2 *marks.*

1. What is experimental design ?
2. How is a random sample selected ?
3. What is coding of data ?
4. What is the importance of scaling in research ?
5. Name any two statistical software ?

(5 × 2 = 10 marks)

Part B

Answer any **four** *questions.*
Each question carries 10 *marks.*

6. What are the quality of researcher ?
7. Describe the types of non-probability sampling.
8. Distinguish between questionnaire and interview schedule.
9. Give an account of the contents of a research report.
10. What are the merits of interview schedule ?
11. Write a notes on : (a) Cross tabulation (b) Multi-collinearity.

(4 × 10 = 40 marks)

Turn over

Part C

Answer any **two** *questions.*
Each question carries 15 *weightage.*

12. Briefly describe the different steps involved in a research process.

13. Explain the utility of scaling techniques in business research. Also explain the different scaling techniques.

14. What are the characteristics and functions of a research report ?

(2 × 15 = 30 marks)

D 90943 (Pages : 2) Name.....

Reg. No.....

THIRD SEMESTER M.A./M.Sc./M.Com. DEGREE (REGULAR) EXAMINATION, NOVEMBER 2020

(CBCSS)

M.Com.

MCM 3C 13—RESEARCH METHODOLOGY

(2019 Admissions)

Time : Three Hours Maximum : 30 Weightage

Section A

Answer at least **three** *questions.*
Each question carries 2 *weightage.*
All questions can be attended.
Overall Ceiling 6.

1. What is descriptive research ?
2. What is pilot survey ?
3. Write a note on thurstone scale.
4. Discuss the concept of plagiarism.
5. What is multivariate analysis ?
6. What is literature survey ?
7. What do you mean by hypothesis ?

(3 × 2 = 6 weightage)

Section B

Answer at least **three** *questions.*
Each question carries 4 *weightage.*
All questions can be attended.
Overall Ceiling 12.

8. Define Research Design. Mention various types of research design.
9. Differentiate between questionnaire and schedule.

Turn over

10. Discuss the various steps involved in research process.

11. What is the difference between parametric and non-parametric tests ?

12. How to formulate a research problem ?

13. Discuss the advantages and disadvantages of case study.

14. List the different types of measurement scales.

(3 × 4 = 12 weightage)

Section C

Answer at least **two** *questions.*
Each question carries 6 *weightage.*
All questions can be attended.
Overall Ceiling 12.

15. Distinguish between random sampling and non-random sampling techniques.

16. What are the contents of a good research report ?

17. Give a note about reliability and validity of research. Also give the differences between reliability and validity of research.

18. Examine various types of research.

(2 × 6 = 12 weightage)

C 83218 (Pages : 2 + 4 = 6) Name.....

Reg. No.....

THIRD SEMESTER M.Com. [PVT/SDE] DEGREE EXAMINATION APRIL/MAY 2020

M.Com.

MC 3C 13—RESEARCH METHODOLOGY

(2016 Admissions)

Time : Three Hours Maximum : 80 Marks

Part I (Descriptive Questions)

PART A

Answer **all** *questions.*
Each question carries 2 *marks.*

1. What is research ?
2. What is cover note ?
3. What is primary data ?
4. Explain parametric test.
5. What is business research ?

(5 × 2 = 10 marks)

PART B

Answer any **four** *questions.*
Each question carries 10 *marks.*

6. What do you mean by collection of data? Explain its various methods of collecting primary data.
7. What do you mean by classification ? Explain different types of classification.
8. What do you know about tabulation ? Examine various types of tables.
9. What is personal interview ? State the benefits of personal interview.
10. Define extraneous variable. What are the methods of controlling the effect of extraneous variable ?
11. What do you know about planning of research ? Examine important steps in planning.

(4 × 10 = 40 marks)

Turn over

PART C

Answer any **two** *questions.*

Each question carries 15 *marks.*

12. What is research ? Explain different kinds of research in detail ?

13. Explain various types of statistical analysis used in Business research.

14. What are the different components of a research report ? Explain in detail.

(2 × 15 = 30 marks)

D 70894 (Pages : 2) Name.....

Reg. No.....

Farook Arts & Science College Kottakkal, Malappuram

THIRD SEMESTER M.Com. DEGREE (REGULAR) EXAMINATION NOVEMBER 2019

M.Com.

MC 3C 13—RESEARCH METHODOLOGY

Time : Three Hours Maximum : 36 Weightage

Part A

Answer **all** *questions.*

Each question carries 1 *weightage.*

1. What do you mean by sampling error ?
2. What do you mean by Likert Scale ?
3. Define Type I error.
4. Define multistage sampling.
5. What is bibliography ?
6. Briefly describe the concept of review of literature.

(6 × 1 = 6 weightage)

Part B

Answer any **six** *questions.*

Each question carries 3 *weightage.*

7. "Processing of data implies editing, coding, classification and tabulation". Describe in brief these *four* operations pointing out the significance of each in context of research study.
8. What are the elements usually constitute the structure of a business report ?
9. Define multivariate analysis. Briefly explain the techniques of multivariate analysis.
10. What are the uses of pre-testing of questionnaire ?
11. Write short notes on :
    (1) Descriptive research.
    (2) Ex post facto research.
    (3) Applied research.

Turn over

12. What do you mean by research ? Explain its significance in modern times.

13. Why probability sampling is generally preferred in comparison to non-probability sampling ? Explain the procedure of selecting a simple random sample.

14. Illustrate the concept of 'Documentation' in the context of a research report.

(6 × 3 = 18 weightage)

Part C

Answer any **two** *questions.*
Each question carries 6 *weightage*

15. "Testing of hypothesis is a multistage activity". Critically evaluate the statement with suitable example.

16. What are the features of good research design ?

17. Explain the significance of a research report and narrate the various steps involved in writing such a report.

(2 × 6 = 12 weightage)

C 62209 (Pages : 3) Name.....

Reg. No.....

THIRD SEMESTER M.Com. DEGREE EXAMINATION, MAY 2019

M.Com.

MC 3C 13—RESEARCH METHODOLOGY

(Syllabus Year 2015)

[Admission Year 2016 onwards]

Time : Fifteen Minutes Maximum : 20 Marks

Part II (Multiple Choice Questions)

Answer **all** *questions.*

All questions *are* **compulsory.**

1. The total of items in any field of enquiry is ————.

   (A) Universe. (B) Population.

   (C) Sample. (D) Either (A) or (B).

2. Research design is ————.

   (A) The choice between using qualitative or quantitative methods.

   (B) Way of conducting research that is not grounded in theory.

   (C) The style in which you present your research findings.

   (D) A framework for every state of the collection and analysis of data.

3. Height, weight etc. are examples of ————.

   (A) Attributes. (B) Variables.

   (C) Features. (D) Quantities.

4. Which of the following is not a method of collection of primary data ?

   (A) Telephone interview. (B) Schedules.

   (C) Local correspondents. (D) None of these.

5. Measurable characteristics of a data is called ————.

   (A) Attributes. (B) Variables.

   (C) Features. (D) Quantities.

Turn over

6. If the population is heterogeneous, the suitable sampling technique is ————.

(A) Systematic sampling. (B) Cluster sampling.

(C) Stratified sampling. (D) Judgement sampling.

7. The scrutiny of collected data for removing various types of errors and irregularities is called ————.

(A) Analysis. (B) Scrutiny.

(C) Editing. (D) Coding.

8. The process of arranging the collected data in groups according to resemblance is called ————.

(A) Groping. (B) Tabulation.

(C) Coding. (D) Classification.

9. In ———— the main purpose is to formulate a problem for more precise investigation.

(A) Exploratory Research. (B) Descriptive study.

(C) Diagnostic study. (D) None of the above.

10. In ———— report, emphasis is given on practical aspects and policy implications.

(A) Technical. (B) Popular.

(C) Business. (D) Research.

11. The task of drawing inferences from the collected facts after the analysis is called ————.

(A) Inferencing. (B) Interpretation.

(C) Analytical study. (D) Conclusion.

12. Which one of the following comes first while doing a research ?

(A) Setting objectives.

(B) Stating the problem.

(C) Setting the hypothesis.

(D) Describing the methodology.

13. Which of the following is not an assumption of ANOVA ?

(A) Treatment groups are selected at random.

(B) Populations has the same variance.

(C) The samples is drawn from a normal population.

(D) None of these.

14. Which among the following is not a limitation of questionnaire ?

(A) Non-response.

(B) Slowest method.

(C) Control is lost once it is sent.

(D) Respondents have adequate time to give well thought out answers.

15. ———— is the process of assigning numbers to objects or observations.

(A) Measurement. (B) Rating.

(C) Ranking. (D) Scaling.

16. Which among the following is not a measurement scale ?

(A) Ordinal scale. (B) Interval scale.

(C) Ratio scale. (D) None of these.

17. When equal numbers of items are selected from each stratum irrespective of its size, ———— sampling is used.

(A) Proportionate stratified. (B) Fixed stratified.

(C) Disproportionate. (D) Stratified weighted.

18. The term Beta denotes :

(A) Type I error. (B) Type II error.

(C) Standard error. (D) Significance level.

19. Testing of hypothesis is a ————.

(A) Descriptive statistics. (B) Data Preparation.

(C) Inferential statistics. (D) Data analysis.

20. ———— is a list of all of the sources you have used in the process of researching your work.

(A) Reference. (B) Footnote.

(C) Content note. (D) Bibliography.

D 52480 (Pages : 2) Name.....

Reg. No.....

THIRD SEMESTER M.Com. DEGREE EXAMINATION, DECEMBER 2018

(CUCSS—PG)

M.Com.

MC 3C 13—RESEARCH METHODOLOGY

(2015 Syllabus Year)

Time : Three Hours Maximum : 36 Weightage

Part A

Answer **all** *questions.*
Each question carries 1 *weightage.*

1. Define exploratory research.
2. Distinguish between parameter and statistic.
3. What do you mean by reliability of a questionnaire ?
4. Describe about semantic differential scale.
5. How footnote is differ from bibliography ?
6. What do you mean by APA style of referencing ?

(6 × 1 = 6 weightage)

Part B

Answer any **six** *questions.*
Each question carries 3 *weightage.*

7. Explain the need and importance of review of literature.
8. What are the different sources of secondary data ? Explain.
9. Define Interview. What are the steps in conducting an interview ?
10. What are the various types of non-probability sampling ?
11. Explain the steps in data processing.
12. What are the characteristics of a good report ? Explain.
13. Explain the steps involved in testing of hypothesis.
14. Differentiate between parametric data and non-parametric data.

(6 × 3 = 18 weightage)

Turn over

Part C

Answer any **two** *questions.*
Each question carries 6 *weightage.*

15. Describe various steps in research.

16. Explain the process of writing a research report.

17. What are the problems faced by researchers in India ? Give valuable suggestions to improve research in India.

(2 × 6 = 12 weightage)

D 41653 (Pages : 2 + 3 = 5)

Name.....

Reg. No.....

Arts & Science College, Kozhikkal, Malappuram

THIRD SEMESTER M.Com. DEGREE [SDE] EXAMINATION, MAY 2018

Commerce

MC 3C 13—RESEARCH METHODOLOGY

(2015 Admissions)

Time : Three Hours

Maximum : 80 Marks

Part I (Descriptive Questions)

PART A

Answer **all** *questions.*
Each question carries 2 *marks.*

1. What do you mean by Research Design ?
2. What is meant by Sample Size ?
3. What is meant by Pilot Study ?
4. What is Interview Schedule ?
5. What are the sources of Secondary Data ?

(5 × 2 = 10 marks)

PART B

Answer any **four** *questions.*
Each question carries 10 *marks.*

6. What is the importance of Literature Survey ?
7. Describe the different types of scales.
8. Explain the process of process of interviewing.
9. Explain methods used for validity and reliability of scales.
10. Describe the process of Descriptive Analysis.
11. Explain the significance of research in Social Sciences.

(4 × 10 = 40 marks)

Turn over

PART C

Answer any **two** *questions.*
Each question carries 15 *marks.*

12. Explain the objectives, types and approaches of research.

13. What are the different methods used for Data Collection ? Explain briefly.

14. How will you prepare a Research Report with illustration.

(2 × 15 = 30 marks)

C 22701

Name.....

Reg. No.....

Arts & Science College, Kottakkal, Malappuram

THIRD SEMESTER M.Com. DEGREE [PVT/SDE] EXAMINATION, APRIL 2017

MC 3C 13—RESEARCH METHODOLOGY

(2015 Admissions)

Time : Three Hours

Maximum : 80 Marks

Part A

Answer **all** *the questions.*
Each question carries 2 marks.

1. What do you mean by Research ?
2. What is meant by Field Survey ?
3. What is meant by Pilot Study ?
4. What is Attitude Measurement ?
5. What are the sources of Primary Data ?

(5 × 2 = 10 marks)

Part B

Answer any **four** *questions.*
Each question carries 10 marks.

6. What are the different Types of Sampling ?
7. Describe the different types of Data Collection ?
8. Explain the Process of Measurement ?
9. Explain methods used for Validity and Reliability of Scales ?
10. Describe the process of Analysis of Data ?
11. Explain the process of determination of Sample Size ?

(4 × 10 = 40 marks)

Part C

Answer any **two** *questions.*
Each question carries 15 marks

12. Explain the process from formulating a problem to preparation of Research Report ?
13. Explain methods used for Population Survey and Sample Study ?
14. How will you prepare a Research Report - with illustration ?

(2 × 15 = 30 marks)

D 6882-C

Name.....

Reg. No.....

THIRD SEMESTER M.Com. DEGREE EXAMINATION, DECEMBER 2016

(CUCSS)

MC 3C 13—RESEARCH METHODOLOGY

(2015 Admission)

Time : Three Hours

Maximum : 36 Weightage

Part A

Answer **all** *questions*
Each question carries 1 *weightage.*

1. What is case study research ?
2. Define coding.
3. Define hypothesis.
4. What is sample size ?
5. What are the features of a good report ?
6. Define analysis of variance.

(6 × 1 = 6 weightage)

Part B

Answer any **six** *questions.*
Each question carries 3 *weightage.*

7. Distinguish between restricted and unrestricted sampling.
8. Describe the process of research.
9. What are type I error and type II error ?
10. Explain the merits and demerits of sampling.
11. Describe the different types of hypotheses.
12. Explain the different methods of collection of primary data.
13. State the various types of research.
14. What are the characteristics of a good sample ?

(6 × 3 = 18 weightage)

Part C

Answer any **two** *questions.*
Each question carries 6 *weightage.*

15. What are the various scaling techniques ? Explain them
16. Explain questionnaire and examine its main characteristics.
17. Explain the significance of a research report.

(2 × 6 = 12 weightage)

D 6882-C

Name.....

Reg. No.....

THIRD SEMESTER M.Com. DEGREE EXAMINATION, DECEMBER 2016

(CUCSS)

MC 3C 13—RESEARCH METHODOLOGY

(2015 Admission)

Time : Three Hours

Maximum : 36 Weightage

Part A

Answer **all** *questions*
Each question carries 1 *weightage.*

1. What is case study research ?
2. Define coding.
3. Define hypothesis.
4. What is sample size ?
5. What are the features of a good report ?
6. Define analysis of variance.

(6 × 1 = 6 weightage)

Part B

Answer any **six** *questions.*
Each question carries 3 *weightage.*

7. Distinguish between restricted and unrestricted sampling.
8. Describe the process of research.
9. What are type I error and type II error ?
10. Explain the merits and demerits of sampling.
11. Describe the different types of hypotheses.
12. Explain the different methods of collection of primary data.
13. State the various types of research.
14. What are the characteristics of a good sample ?

(6 × 3 = 18 weightage)

Part C

Answer any **two** *questions.*
Each question carries 6 *weightage.*

15. What are the various scaling techniques ? Explain them
16. Explain questionnaire and examine its main characteristics.
17. Explain the significance of a research report.

(2 × 6 = 12 weightage)

D 91754 (Pages : 2) Name.....

Reg. No.....

THIRD SEMESTER M.Com. DEGREE EXAMINATION, DECEMBER 2015

MC 3C 12—RESEARCH METHODOLOGY FOR COMMERCE

Time : Three Hours

Maximum : 36 Weightage

I. Answer *all* questions. Each question carries 1 weightage.

1 What do you mean by descriptive study ?

2 What makes a good problem statement ?

3 Define the term "alternative hypotheses".

4 What is the difference between precession and confidence ?

5 Briefly explain the application of Two- way ANOVA.

6 What are the properties of Likert Scale ?

(6 × 1 = 6 weightage)

II. Answer any *six* questions. Each question carries 3 weightage.

1 What are the major types of business research ?

2 Explain the primary data collection methods.

3 Briefly explain the properties of interval and ratio scales.

4 Distinguish between independent variable and moderating variable.

5 What are the steps in hypothesis testing ?

6 Write a short note on non-probability sampling.

7 Explain any two of multi-Multivariate analysis used in data analysis.

8 Briefly explain the components of a well written synopsis.

(6 × 3 = 18 weightage)

III. Answer any *two* questions. Each question carries 6 weightage.

1 What do you mean by validity and reliability ? Explain different validity and reliability tests used in business research.

2 What is the purpose of a written report ? Discuss the components of a good business report.

Turn over

3 A finance manager is concerned about the low output levels of his employees. The articles that he has read on job performance frequently mentioned four variables as being important to job performance : skill, rewards, motivation and satisfaction. In several of the articles it was indicated that only if the rewards were attractive to the recipients did motivation, satisfaction and job performance increase, not otherwise. In this context :

(a) Define the problem.

(b) Develop a theoretical framework.

(c) Develop at least four hypotheses.

(2 × 6 =12 weightage)

C 31460 (Pages : 2) Name.....

Reg. No.....

THIRD SEMESTER M.Com. DEGREE EXAMINATION, DECEMBER 2017

(CUCSS)

MC 3C 13—RESEARCH METHODOLOGY

(2015 Admissions)

Time : Three Hours Maximum : 36 Weightage

Part A

Answer **all** *questions.*
Each question carries 1 *weightage.*

1. What is 'Exploratory Research' ?
2. Write the meaning of primary data.
3. Define Sampling.
4. What is meant by conceptual research ?
5. State any two qualities of a good researcher.
6. Give the meaning of questionnaire.

(6 × 1 = 6 weightage)

Part B

Answer any **six** *questions.*
Each question carries 3 *weightage.*

7. What are the objectives of research ?
8. Distinguish between null and alternative hypothesis.
9. What are the steps to be taken to make the sample useful and reliable ?
10. Explain in detail the survey method of research.
11. Explain the various methods in collecting the data from the respondents.
12. Distinguish between convenience and purposive sampling.
13. What are the various types of research ?
14. What are the guidelines for oral presentation of a research report ?

(6 × 3 = 18 weightage)

Turn over

Part C

Answer any **two** *questions.*
Each question carries 6 *weightage.*

15. Explain the significance of research design.

16. What are the essential characteristics of a good questionnaire ?

17. What are the steps involved in the preparation of a research report ?

(2 × 6 = 12 weightage)