

D 70894

(Pages : 2)

Name.....

Reg. No.....

**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)