

Reg. No

Name

17P149

M. COM DEGREE END SEMESTER EXAMINATION- NOVEMBER 2017

SEMESTER 1 : COMMERCE

COURSE : 16P1COMT04 ; RESEARCH METHODOLOGY

(Common for Regular - 2017 / Supplementary - 2016 Admissions)

Time : Three Hours

Max. Marks: 75

Section A

Answer any 10 (2 marks each)

1. What is meant by Secondary Research?
2. What is meant by Applied Research?
3. What is a Control Variable?
4. What do you mean by Moderating Variable?
5. What is meant by the Principle of Large numbers?
6. What is meant by Multistage Sampling?
7. What is meant by Snowball Sampling?
8. What do you mean by closed questionnaire?
9. What is meant by Disguised Observation?
10. What do you understand by Correlation?
11. Distinguish between Validity and Reliability.
12. What do you mean by APA style of reference?

(2 x 10 = 20)

Section B

Answer any 5 (5 marks each)

13. Write a note on: (a) Exploratory Research (b) Descriptive Research (c) Analytical Research.
14. Explain the various sources of hypothesis.
15. How will you identify a research problem?
16. Explain sampling and non sampling errors.
17. What are the precautions to be taken before the use of secondary data?
18. Explain some of the measures adopted by industrial world for data collection.
19. What is the role of computers in Data Analysis? How the data analysis is to be made in SPSS?
20. What is an executive summary? Discuss the purpose and contents of the executive summary.

(5 x 5 = 25)

Section C
Answer any 3 (10 marks each)

21. What is the significance of Social Research? What are the difficulties and limitations of Social Research?
22. Explain the characteristics of a good hypothesis. What are the various sources of hypothesis?
23. What is meant by sampling? What are the assumptions of sampling? Describe the various steps in sample design.
24. What is an Interview? Explain interview as a technique of data collection.
25. From the data given below find:

Marks in Economics	25	28	35	32	31	36	29	38	34	32
Marks in Statistics	43	46	49	41	36	32	31	30	33	39

1. Two regression equations.
2. The most likely marks in Statistics when the marks in Economics are 30.
3. The most likely marks in Economics when the marks in Statistics are 50.

(10 x 3 = 30)