

MCOM DEGREE END SEMESTER EXAMINATIONS NOVEMBER 2015

SEMESTER – 1, SUBJECT – COMMERCE

COURSE: P1COMT04, RESEARCH METHODOLOGY

(For Regular – 2015 Admission & Supplementary – 2014 Admission)

Time: Three Hours

Max. Marks: 75

Section – A

Answer all questions. Each question carries 2 marks.

1. What is Research Methodology?
2. Distinguish between reference and bibliography.
3. What is meant by descriptive research?
4. What is meant by normal distribution?
5. What are extraneous variables?
6. Differentiate census survey from sample survey.
7. What is sampling error?
8. Define focus group.
9. Write any four objectives of review of literature.
10. What is meant by plagiarism? (2 x 10 = 20)

Section – B

Answer any five questions. Each question carries 5 marks.

11. Discuss the various types of measurement scales.
12. Distinguish between descriptive statistics and inferential statistics.
13. What is experimental design? Discuss the steps in experimental design.
14. Describe the mechanics of writing research report.
15. What is meant by personal interview? Explain the types of personal interview.
16. Discuss the guidelines for preparing bibliography.
17. What is reliability analysis? Explain the need for reliability analysis.
18. Discuss the significance of literature review. (5 x 5 = 25)

Section – C

Answer any two questions. Each question carries 15 marks.

19. What is meant by research design? Describe the major components of research design.
20. Suggest an outline of the research report that is generally accepted as the basic format for most research projects.

21. What is meant by non-probability sampling? Discuss various types of non-probability sampling.
22. What are research hypotheses? Describe the procedure for hypothesis testing with a flow diagram. (15 x 2 = 30)
