M. Com. DEGREE END SEMESTER EXAMINATION - NOVEMBER 2016

SEMESTER – 1: COMMERCE
COURSE: 16P1COMT04: RESEARCH METHODOLOGY

Time: Three Hours   Max. Marks: 75

SECTION A

Answer any **TEN** questions. Each question carries **2** marks.

1. Define pure research.
2. What do you mean by dependent variables?
3. What is survey method?
4. Explain Type II error.
5. Explain cluster sampling.
6. What is content analysis?
7. What are technical reports?
8. What do you mean by research abstract?
9. What is critical region?
10. Explain ANOVA.
11. What are pretest and posttest?
12. What is bibliography?   (2 x 10 = 20)

SECTION B

Answer any **FIVE** questions. Each question carries **5** marks.

13. What are the advantages of questionnaire method?
14. State the meaning and need for exploratory research.
15. What kind of literature should a researcher review and for what purpose?
16. Explain case study method. State its merits and demerits.
17. What are the objectives of research?
18. What are the various types of research design?
19. Explain five tools of analysis.
20. State the uses of SPSS in research.   (5x 5 = 25)

Answer any **THREE** questions. Each carries **10** marks.

21.   What are the various methods of Sampling?

22.   Describe in brief the layout of research report covering all relevant point?

23.   Explain the steps followed for defining a research problem?

24.   What are the steps to be followed in formulating Hypothesis?

25.   Explain various phases in research problem?   (10 x 3 = 30)

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