Reg. No ....   Name **18MP101**

M Phil. DEGREE END SEMESTER EXAMINATION - MARCH 2018
SEMESTER 1 : COMMERCE
COURSE : **15MP1COM1 ; RESEARCH METHODOLOGY**
(For Regular - 2017 admission)

Time : Three Hours   Max. Marks: 75

Section A
Answer any 11 (5 marks each)

1. What is a research problem? Explain the importance of formulating research problem in a study.
2. Define research variable. Briefly explain intervening and moderating variables.
3. Explain the steps in conducting literature reviews
4. Explain the significance of research design in a research study
5. What are the guidelines for a research design?
6. Explain different types of non-probability sampling methods
7. What is scaling technique? Differentiate between nominal and ordinal scale.
8. What are the essentials of a good   questionnaire?
9. Explain primary and secondary data and distinguish between them
10. What are the sources of secondary data? Explain them
11. Explain the factors to be considered while designing a questionnaire
12. Describe in brief the significance of data processing in context of research study
13. What is contained in the 'Introductory Pages' of a research report?
14. Elucidate the precautions of interpretation in the context of research

(5 x 11 = 55)

Section B
Answer any 2 (10 marks each)

15. Business research is intended to find out things about business matters in a systematic way. Explain the different phases of business research
16. What do you understand by hypothesis? Discuss the various types of hypotheses. Also describe the steps in the formulation of hypothesis
17. Explain the concept of sampling. Illustrate the procedure of selecting a random sample, cluster and area aampling.
18. What are various projective techniques of data collection? Discuss in detail.

(10 x 2 = 20)