

M.Com. DEGREE EXAMINATION, MAY 2021**First Semester**

Faculty of Commerce

Paper V—RESEARCH METHODOLOGY

Private Registration (2014–2018) Supplementary/Mercy Chance (Non-CSS)

Private Registration (2004–2011) Admissions Special Mercy Chance (Non-CSS)

Time : Three Hours

Maximum : 75 Marks

Section A*Answer all questions.**Each question carries 2 marks.**Each answers not to exceed half a page.*

1. What is stratified random sampling ?
2. What is a Technical report ?
3. Distinguish between Type I error and Type II error.
4. What is random block design ?
5. Explain the importance of oral presentation of research findings.
6. What do you mean by evaluation research ?
7. State the objecties of managerial research.
8. What is a Pilot testing ?
9. What is null hypothesis ?
10. What is research methodology ?

(10 × 2 = 20 marks)

Section B*Answer any five questions.**Each question carries 5 marks.**Answer not to exceed one page.*

11. What are the basic components of a well defined research problem ?
12. Distinguish between a questionnaire and a schedule.
13. What are the guidelines for effective report writing ?
14. Explain the characteristics of laboratory and field experiments.
15. What is the basic objective of a research design ?

Turn over

16. What do you understand by multiphase cluster sampling ? In which situation it is used ?
17. What type of question should be avoided in a questionnaire ?
18. Write a note on case study method of research.

(5 × 5 = 25 marks)

Section C

*Answer any **one** question.*

The question carries 10 marks.

*Answer not to exceed **three** pages.*

19. Define social research and explain its importance.
20. Processing of data implies editing, coding, classification and tabulation. Describe in brief these four operations.

(1 × 10 = 10 marks)

Section D

*Answer any **one** question.*

The question carries 20 marks.

*Answer not to exceed **five** pages.*

21. Make a comparative study between primary and secondary data. Evaluate the various techniques of collecting primary data.
22. Examine the need of research design in research. Describe the steps involved in it.

(1 × 20 = 20 marks)