



PG – 558

**II Semester M.Com. (IB)/MIB Examination, July 2017  
(CBCS)**

**Paper – 2.5 : RESEARCH METHODOLOGY**

Time : 3 Hours

Max. Marks : 70

**SECTION – A**

1. Answer **any seven** questions. **Each** carries **two** marks. (7×2=14)
- Define 'Induction'.
  - Define 'Hypothesis'.
  - Define random sampling.
  - Distinguish between 'Data and Information'.
  - Define 'Likert scale'.
  - What is a 'loaded question' ?
  - When is 'Factor Analysis' used ?
  - When is 'Cluster Analysis' used ?
  - What is correlation matrix ?

**SECTION – B**

- Answer **any four** questions. **Each** carries **five** marks. (4×5=20)
- Explain a statistical test for measuring association between two variables.
  - Distinguish between longitudinal research and cross sectional research.
  - Define 'Construct' with the help of examples.
  - Briefly explain the parts of a management report.
  - Define qualitative research. What are the popular techniques of qualitative research ?
  - State null hypothesis and alternative hypothesis for an imaginary sample data.

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## SECTION – C

Answer **any three** question. **Each** question carries **12** marks. (3x12=36)

8. Describe the stages of a 'Descriptive' research with suitable example.
9. In marketing research, describe the use of qualitative methods of research.
10. Discuss the principles of questionnaire design.
11. Explain the following :  
Illicit generalization, fallacies of reasoning, sample size, working population, Monte Carlo simulation.
12. Explain the various scales of measurement with suitable examples.

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