



PG – 545

**II Semester M.Com. (I.B.)/M.I.B. Examination, June 2016
(CBCS)
Paper – 2.5 : RESEARCH METHODOLOGY**

Time : 3 Hours

Max. Marks : 70

SECTION – A

Answer **any seven** questions out of ten. **Each** question carries **two** marks. (7×2=14)

1. a) Define scientific method of research.
- b) What is Null hypothesis ?
- c) State few characteristics of good research.
- d) What is problem formulation ?
- e) What is meant by Tabulation ?
- f) What is secondary data ? What are its sources ?
- g) What are the different types of interviews ?
- h) What is 'Thurstone Scale' ?
- i) Define stratified random sampling.
- j) What is Conjoint 'Analysis' ?

SECTION – B

Answer **any four** questions out of six. **Each** question carries **five** marks. (4×5=20)

2. Explain the differences between scientific and non-scientific methods.
3. What is research design ? Why is it needed ?
4. Explain the steps involved in hypothesis testing.
5. Distinguish between statistics of attributes and statistics of variables.
6. Describe the factors influencing sampling size.
7. Explain the significance of research report.

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SECTION – C

Answer **any three** questions out of five. **Each** question carries **twelve** marks. (3×12=36)

8. Discuss the role of research in different areas of business.
 9. Explain the steps in business research process. State the types of errors that are likely to affect the research design.
 10. Explain the salient features of different observation methods used for data collection.
 11. Discuss the advanced techniques of Data Analysis.
 12. Discuss the components of a research report.
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