(Pages: 1)   Name……………………..

Reg. No…………………..

THIRD SEMESTER M.Com. DEGREE EXAMINATION, NOVEMBER 2021
(CBCSS-PG)
(Regular/Supplementary/Improvement)
CC19P MCM3 C13 - RESEARCH METHODOLOGY
(Commerce)
(2019 Admission onwards)

Time: Three Hours   Maximum: 30 Weightage

Part A
Answer any *four* questions. Each question carries 2 weightage.

1. What is research?

2. What do you mean by predictor variable? Give one example.

3. Why operationalization of variable is required in research?

4. What is internal validity?

5. What is central editing?

6. List out any two citation styles with suitable examples.

7. What is ordinal scale? Give one example.

(4 × 2 = 8 Weightage)

Part B
Answer any *four* questions. Each question carries 3 weightage.

8. Define research. Briefly explain the process of research.

9. What are the different qualitative methods of data collection?

10. What are the different types of questionnaires?

11. What are the various bivariate analysis tools?

12. What is the research design for descriptive research?

13. Distinguish between questionnaires and schedule.

14. Explain different types of measurement scales?

(4 × 3 = 12 Weightage)

Part C
Answer any *two* questions. Each question carries 5 weightage.

15. What do you mean by Research report? Briefly explain the contents of a research report.

16. What do you mean by Sample design? Explain different sampling techniques.

17. Explain the scope of research.

18. "A study on the factors influencing consumer buying behavior towards branded products"

(a) Write any two objectives   (b) Set any two hypothesis   (c) Design a questionnaire.

(2 × 5 = 10 Weightage)

****