THIRD SEMESTER M.Com. DEGREE EXAMINATION, NOVEMBER 2023

(CBCSS - PG)

(Regular/Supplementary/Improvement)

CC19P MCM3 C13 - RESEARCH METHODOLOGY

(Commerce)

(2019 Admission onwards)

Time : 3 Hours   Maximum : 30 Weightage

Part-A

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

1. What is chort study?

2. What is experimental design?

3. What is pilot survey?

4. What is a questionnaire?

5. What do you mean by concurrent validity?

6. What is parameter?

7. What is a popular report?

(4 × 2 = 8 Weightage)

Part-B

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

8. What are the functions of business research?

9. Distinguish between descriptive research and analytical research.

10. What are the types of variables used in business research?

11. What is random sampling? What are the important methods of random sampling?

12. Distinguish between probability and non probability sampling.

13. Distinguish between primary and secondary data

14. What are the limitations of interview method?

(4 × 3 = 12 Weightage)

Part-C

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

15. Explain the steps followed for defining a research problem.

16. What is sampling design? What are the steps involved in sampling design?

17. What are the non comparative scaling technique in research?

18. "Classification of data provides a basis for tabulation of data". Comment

(2 × 5 = 10 Weightage)

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