

D 71494

(Pages : 2)

Name.....

Reg. No.....

THIRD SEMESTER M.Com. DEGREE EXAMINATION, DECEMBER 2014
(CUCSS)

MC 3C 12—RESEARCH METHODOLOGY FOR COMMERCE
(2010 Admissions)

Time : Three Hours

Maximum : 36 Weightage

Section A

*Answer all questions.
Each question carries 1 weightage.*

1. What are the objectives of research ?
2. What is descriptive research ?
3. Enumerate the various computer packages for analysis of data.
4. Write a note on non-parametric testing.
5. Mention the sources of secondary data.
6. What is null hypothesis ?

(6 × 1 = 6 weightage)

Section B

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

7. Write a note on the hurdles faced by a researcher.
8. How do you ensure that the problem is identified properly ?
9. Elucidate the importance of schedule as primary data collection tool.
10. Write a note on Delphi technique.
11. Discuss the various scaling measures with an example.
12. Write a note on the styles of bibliography.
13. Explain how you would arrive at calculating the sample size.
14. Elucidate the report writing styles.

(6 × 3 = 18 weightage)

Turn over

Section C

Answer any two questions.

Each question carries 6 weightage.

15. Compare and contrast primary data with secondary data.
16. A machine was used to put out 24 defective products in a sample of 500. After it is overhauled it puts out three defective products in a batch of 100. Has the machine improved? Test at a 5% level of significance.
17. A firm wants to study the effect of managerial control on firm performance :—
 - (i) Identify and classify the variables in the study.
 - (ii) Operationally define the terms : Managerial control, Firm Performance.
 - (iii) Suggest suitable design for the study.

(2 × 6 = 12 weightage)