

D 91754

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Name.....

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Reg. No.....

THIRD SEMESTER M.Com. DEGREE EXAMINATION, DECEMBER 2015

MC 3C 12—RESEARCH METHODOLOGY FOR COMMERCE

Time : Three Hours

Maximum : 36 Weightage

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

- 1 What do you mean by descriptive study ?
- 2 What makes a good problem statement ?
- 3 Define the term "alternative hypotheses".
- 4 What is the difference between precession and confidence ?
- 5 Briefly explain the application of Two- way ANOVA.
- 6 What are the properties of Likert Scale ?

(6 × 1 = 6 weightage)

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

- 1 What are the major types of business research ?
- 2 Explain the primary data collection methods.
- 3 Briefly explain the properties of interval and ratio scales.
- 4 Distinguish between independent variable and moderating variable.
- 5 What are the steps in hypothesis testing ?
- 6 Write a short note on non-probability sampling.
- 7 Explain any two of multi-Multivariate analysis used in data analysis.
- 8 Briefly explain the components of a well written synopsis.

(6 × 3 = 18 weightage)

III. Answer any *two* questions. Each question carries 6 weightage.

- 1 What do you mean by validity and reliability ? Explain different validity and reliability tests used in business research.
- 2 What is the purpose of a written report ? Discuss the components of a good business report.

Turn over

3 A finance manager is concerned about the low output levels of his employees. The article that he has read on job performance frequently mentioned four variables as being important to job performance : skill, rewards, motivation and satisfaction. In several of the articles it was indicated that only if the rewards were attractive to the recipients did motivation, satisfaction and job performance increase, not otherwise. In this context :

- (a) Define the problem.
- (b) Develop a theoretical framework.
- (c) Develop at least four hypotheses.

(2 × 6 = 12 weights)