15P344 (Pages:2) Name.....

Reg. No.....

THIRD SEMESTER M.Com. DEGREE EXAMINATION, NOVEMBER 2016

(CUCSS - PG)

CC15P MC3 C13 - RESEARCH METHODOLOGY

(2015 Admission)

Time: Three Hours Maximum: 36 Weightage

Part - A

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

1. What do you mean by descriptive research?
2. What is operationalisation of variables?
3. Briefly explain the applications of Chi-square test.
4. What do you mean by cluster sampling?
5. List tout the important ranking scales.
6. Briefly explain the research design for exploratory research.

(6 x 1 = 6 Weightage)

Part - B

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

7. Discuss the requisite of a good questionnaire.
8. What are the different forms of hypothesis?
9. Explain the steps involved in the construction of Likert scale.
10. Discuss the important probability sampling techniques.
11. Explain different validity and reliability test used in research.
12. Differentiate between interval scale and ratio scale.
13. What is the need for theoretical overview in research?
14. Discuss the important univariate techniques used for analysis.

(6 x 3 = 18 Weightage)

Part - C

(Answer ***any two*** questions. Each question carries **6** weightage)

15. What do you mean by analysis of data? Explain the different types of analysis used in research
16. Briefly explain the rules in writing up of the research report and how have technological advancement helped in writing and presenting research report?

17. In recent decades many service markets have been liberalized. For this reason, service firms are facing new competitors and must address customer switching. You are discussing

determinants of customer switching with a service firm manager. He believes that product quality, relationship quality and switching cost are important determinants of customer switching. Given the situation:

1. Define the problem.
2. Evolve a theoretical framework.
3. Develop at least three hypotheses.

(2 x 6 =12 Weightage)

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