

SECOND SEMESTER M.Com. DEGREE EXAMINATION, MAY 2014

Commerce

2.5—RESEARCH METHODOLOGY

(2004 admissions)

Three Hours

Maximum : 80 Marks

Section A*Answer all questions.**Each question carries 2 marks.*

- 1. What is a case study ?
- 2. What is meant by non-probability sampling ?
- 3. What is a technical report ?
- 4. What is meant extraneous variable ?
- 5. Explain the term 'Scaling'.

(5 × 2 = 10 marks)

Section B*Answer any four questions.**Each question carries 10 marks.*

- 1. Explain the research design in the case of exploratory research studies.
- 2. Distinguish between census and sampling methods of collecting data. What are the essential qualities of a good sample ?
- 3. What is meant by literature review ? Discuss the purposes and importance of a literature review.
- 4. What is pilot study ? Explain advantages and limitations of the pilot study.
- 5. What is a Research Report ? Discuss the qualities of a good research report.
- 6. What is processing of data ? What are the various steps involved in processing of data ?

(4 × 10 = 40 marks)

Section C*Answer any two questions.**Each question carries 15 marks.*

- 1. What is social science research ? Discuss its features, importance and limitations.

Turn over

13. What is hypothesis ? What are the sources of hypothesis ? Explain the characteristics of a hypothesis.
14. Discuss briefly the methods of collecting primary data in Social Science Research.
15. What is a research problem ? What are sources from which a research problem originates ? Explain the steps followed for defining a research problem.

(2 × 15 = 30 marks)