THIRD SEMESTER M.Com. DEGREE EXAMINATION, NOVEMBER 2024

(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 do you mean by control group?

2. What is moderating variable?

3. What is probablility sampling?

4. What is a purposive sampling?

5. What is depth interview?

6. What is ratio scale?

7. What is class interval?

(4 × 2 = 8 Weightage)

Part-B

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

8. What are the functions of business research?

9. Explain the importance of research design.

10. What are the merits and limitations of focus group?

11. Explain the essentials of a good sample.

12. What are the advantages of pilot study?

13. Explain the concepts of reliability and validity in measurement.

14. What are the important bivariate analysis?

(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. Define data. Explain the need and importance of data in research.

17. Construct a suitable questionnaire containg not more than Twenty questions pertaining to the sales promotion of a company's product.

18. Explain the essential stages of successful report writing.

(2 × 5 = 10 Weightage)

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