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Name:

Reg.No:

THIRD SEMESTER M.Com. DEGREE EXAMINATION, NOVEMBER 2025

(CBCSS - PG)

(Regular/Supplementary/Improvement)

CC19PMCM3C13 - 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 is factorial design?
2. What is proposition?
3. What is a variable?
4. What is cluster sampling?
5. What is a case study?
6. Explain the concept of construct validity?
7. What is histogram?

(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 factors affecting a research design.
10. What is exploratory research? What are its characteristics?
11. Distinguish between probability and non probability sampling.
12. What are the criteria for good measurement?
13. What are the important techniques of measures of central tendency?
14. Explain the various contents of a report.

(4 × 3 = 12 Weightage)

Part-C

Answer any **two** questions. Each question carries 5 weightage.

15. What is sampling design? What are the steps involved in sampling design?

16. Define data. Explain the need and importance of data in research.
17. Explain the characteristics and different types of interview pointing out its merits and demerits.
18. Construct a suitable questionnaire containing not more than Twenty questions pertaining to the sales promotion of a company's product.

(2 × 5 = 10 Weightage)
