

16P347

(Pages:1)

Name.....

Reg. No.....

THIRD SEMESTER M.Com. DEGREE EXAMINATION, OCTOBER 2016

(Regular/Supplementary/Improvement)

(CUCSS - PG)

CC15P MC3 C13 - RESEARCH METHODOLOGY

(2015 Admission Onwards)

Time: Three Hours

Maximum: 36 Weightage

Part - A

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

1. What do you mean by moderating variable?
2. Explain the abbreviations. A) et.al B) idem
3. What do you mean by field editing?
4. Write a short note on A) APA style B) MLA style
5. What is a research problem?
6. What do you mean by technical report?

(6 x 1 = 6 Weightage)

Part - B

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

7. Briefly explain the criteria for good measurement.
8. What do you mean by case study? Explain the different phases of case study.
9. Explain the important sources of secondary data.
10. Develop an ordinal scale for consumer preferences for different brands of mobile phone.
11. Differentiate between pure research and applied research.
12. List out the important sampling techniques.
13. Briefly explain the purpose of review and literature.
14. Discuss the important multivariate techniques.

(6 x 3 = 18 Weightage)

Part - C

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

15. Define research design? Explain different types of research designs.
16. Define research. What are the important phases of research?
17. What do you mean by research report? Briefly explain the layout of research report.

(2 x 6 = 12 Weightage)
