

17P360

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Name:

Reg. No.....

THIRD SEMESTER M.Com. DEGREE EXAMINATION, NOVEMBER 2018

(Regular/Supplementary/Improvement)

(CUCSS - PG)

CC15P MC3 C13 - RESEARCH METHODOLOGY

(Commerce)

(2015 Admission onwards)

Time : Three Hours

Maximum : 36 Weightage

Part - A

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

1. List out the features of a good research study.
2. Describe the process of induction and deduction.
3. What is semantic differential scale?
4. Discuss the concept of sampling error in a sampling analysis.
5. Define cross tabulation.
6. Explain one and two tailed test.

(6 x 1 = 6 Weightage)

Part - B

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

7. Define hypothesis. Explain the steps in testing of hypothesis.
8. Distinguish between cross sectional and longitudinal design.
9. Explain the steps in sample design.
10. Develop a likert scale to measure the perception of bank customers towards the concept of internet banking.
11. What are the criteria of a sound questionnaire? How can one improve the quality of the instrument designed?
12. How do you distinguish between probability sampling and non probability sampling?
13. Differentiate between one way and two way analysis of variance with suitable examples.
14. Effective report writing is crucial to the fundamental framework of a study. Discuss

(6 x 3 = 18 Weightage)

Part - C

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

15. Define research design. Describe important research designs used in the research.

16. Explain types measurement and scaling techniques used in research.
17. The Indian army wants to ascertain why young students do not select the armed forces as a career option in their graduation.
- How would you formulate a research problem to resolve the dilemma?
 - What would be the variables under study?
 - How would you generate descriptive and relational hypothesis for your study?

(2 x 6 =12 Weightage)
