

(6 pages)

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M.Com./M.Com. WITH COMPUTER APPLICATIONS
(CBCS) DEGREE EXAMINATION, NOVEMBER 2020.

Third Semester

Commerce – Main

RESEARCH METHODOLOGY

(For those who joined in July 2016 and afterwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. When attempting a research for a business manager at what stage does the researcher enter the decision making process?
 - (a) Problem identification and definition
 - (b) Alternative formulation
 - (c) Evaluation of alternatives
 - (d) Implementation

2. The procedures followed at each stage of research are directed, well documented, and, as much as possible, planned in advance. The previous statement defines the _____ aspect of the definition of research.
- (a) Systematic
 - (b) Accuracy
 - (c) Identification of information
 - (d) Collection of information
3. In a typical research problem the _____ is expected to influence the _____.
- (a) Variable; primary variable
 - (b) Independent variable; dependent variable
 - (c) Predictor Dependent variable; independent variable
 - (d) Criterion; hypothesis
4. A study that explores and frames a research question and then does a more structured design frame work is referred to as
- (a) Causal research design
 - (b) Exploratory research design
 - (c) Two-tiered research design
 - (d) Descriptive research design

5. The most popular categorization of data available for research is ____.
- (a) Primary; secondary
 - (b) Company; government
 - (c) Published; unpublished
 - (d) Internal; external
6. The researcher utilizing the ____ of data collection witnesses and records information as the phenomena occurs.
- (a) Survey method
 - (b) Observation method
 - (c) Content analysis
 - (d) Secondary data method
7. Which of the following cannot be covered under univariate analysis of data?
- (a) Association between two variable
 - (b) Computation of mean, median and mode
 - (c) Preparation of frequency table
 - (d) Computation of percentage frequency for a variable
8. While testing for single population mean when the sample size n is less than 30 and population standard deviation is unknown.
- (a) Z test is used
 - (b) T test with $n-2$ degrees of freedom is used
 - (c) T test with $n-1$ degrees of freedom is used
 - (d) None of the above statement is true

9. All elements of a typical research report would definitely be found in the
- (a) Working paper (b) Technical report
 - (c) Business report (d) Survey report
10. The _____ is often the only portion of the marketing research report that business managers read.
- (a) Title page
 - (b) Letter of transmittal
 - (c) Letter of authorization
 - (d) Executive summary

PART B — ($5 \times 5 = 25$ marks)

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 250 words.

11. (a) What are the uses of social research?
- Or
- (b) Explain the scope of Business Research.
12. (a) What are the steps in selecting Research Problem?
- Or
- (b) What steps should be taken to select a sample?

13. (a) Discuss different types of observation.

Or

- (b) What are the problems faced by the researcher while using secondary data source?

14. (a) Explain some of the important application and uses of computers in research.

Or

- (b) 'Scaling describes the procedures by which numbers are assigned to various degrees of opinion, attitude and other concepts. Discuss. Also point out the base for scale classification.

15. (a) What are the different forms of interpretation?

Or

- (b) Discuss the guidelines for writing the research report.

PART C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 600 words.

16. (a) Explain the process involved in the planning and selection of a research topic.

Or

- (b) What are the steps or procedures in scientific research method? Explain the uses of social research.

17. (a) What is research design? Discuss the various aspects to be covered in research design.

Or

- (b) What step should be taken to select the sample? How to determine the sample size?

18. (a) Discuss the factor's upon which the choice of a methods of data collection.

Or

- (b) Describe the various stages in interviewing process. State the advantages and limitations of interview techniques.

19. (a) What are the advantages of using non parametric tests? Explain the major non-parametric tests.

Or

- (b) Explain the scaling techniques. What are the different types of scaling techniques?
20. (a) Discuss the significance of editing, coding and tabulation of data in the data processing. Why tabulation is considered essential in research study?

Or

- (b) Describe the considerations and steps involved in planning report writing work.
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