

(6 pages)

Reg. No. :

Code No. : 5819

Sub. Code : HKCM 32/
HKAM 32

M.Com./M.Com. with Computer Application (CBCS)
DEGREE EXAMINATION, NOVEMBER 2016.

Third Semester

Commerce/Commerce with Computer Application

RESEARCH METHODOLOGY

(For those who joined in July 2012-2015)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. The process of drawing specific conclusion from a set of premises is known as
 - (a) rationalism
 - (b) deduction
 - (c) induction
 - (d) probabilistic
2. When knowledge come from experience, it is called as
 - (a) rationalism
 - (b) deduction
 - (c) logic
 - (d) empiricism

3. The correlation between intelligence test scores and grades is
 - (a) Negative
 - (b) Perfect
 - (c) Positive
 - (d) Nil
4. The simplest form of measurement scale is
 - (a) Ordinal
 - (b) Interval
 - (c) Nominal
 - (d) Ratio
5. In which of the following sampling techniques does the researcher ask the participants to identify other potential participants?
 - (a) snowball
 - (b) convenience
 - (c) purpose
 - (d) quota
6. A good way to get a small standard error is to use a _____ sample.
 - (a) repeated
 - (b) small
 - (c) large
 - (d) 50%
7. The recoding of reflective notes about what is learned from data during analysis is
 - (a) coding
 - (b) segmenting
 - (c) memoing
 - (d) reflecting

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8. The best measure of central tendency, in general, is
- (a) mean (b) median
(c) mode (d) range
9. Which of the following is not the documents contributing data?
- (a) manuscript (b) inscription
(c) book (d) periodicals
10. Reference sources in a research report are those
- (a) which are large in size
(b) which are read at home easily
(c) which are used to obtain information
(d) which are costly

PART B — (5 × 5 = 25 marks)

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

Each answer should not exceed 250 words.

11. (a) Explain the nature of research methodology.
- Or
- (b) Narrate the features of sociological research.

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12. (a) Enumerate the sources of obtaining ideas relating to research problem.

Or

- (b) Describe the nature and application of multi-stage sampling.

13. (a) Explain the nature of secondary data.

Or

- (b) Describe the merits and demerits of mail survey.

14. (a) Explain the precautions using statistical tools in social science research.

Or

- (b) Describe the steps in conducting chi-square test.

15. (a) State the principles of coding data collected.

Or

- (b) Write a note on bibliography to a research report.

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PART C — (5 × 8 = 40 marks)

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

Each answer should not exceed 600 words.

16. (a) Describe the procedure in research in detail.

Or

- (b) Discuss any two methods of researches in social science.

17. (a) Describe the contents of an effective research design.

Or

- (b) Explain the various non-random sampling methods.

18. (a) Narrate the qualities of good questionnaire.

Or

- (b) Discuss the nature and uses of different methods of data collection.

19. (a) Explain different measures of dispersion of data collected.

Or

- (b) Describe the different kinds of correlation and regression analysis.

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20. (a) Make an account of steps in the preparation of a research report.

Or

- (b) Elaborate the different formats of a research report.
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