

(6 pages)

Reg. No. :

Code No. : 7686

Sub. Code : HKCM 32/
HKAM 32

M.Com. (CBCS) DEGREE EXAMINATION,
NOVEMBER 2013.

Third Semester

Commerce/Commerce with Computer Application

RESEARCH METHODOLOGY

(For those who joined in July 2012 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. _____ in common parlance refers to search for knowledge
- (a) Report
 - (b) Research
 - (c) Sample
 - (d) Technology

2. _____ research includes surveys and fact finding enquiries of different types
- (a) Analytical
 - (b) Descriptive
 - (c) Applied
 - (d) Fundamental
3. In general, a good research is always _____.
- (a) Logical
 - (b) Replicable
 - (c) Systematic
 - (d) All of these
4. _____ sampling is also known as chance as probability sampling.
- (a) Simple random
 - (b) Systematic
 - (c) Area
 - (d) Sequential
5. _____ data are those which are collected afresh
- (a) Primary
 - (b) Secondary
 - (c) Lost
 - (d) None



6. Data collected through questionnaire is an example of _____ data.

- (a) Primary (b) Book
(c) Report (d) Secondary

7. Diagrams and graphs are tools of _____.

- (a) Collection of data
(b) Analysis
(c) Presentation
(d) Summarization

8. When two regression lines coincide, then r is

- (a) 0 (b) 1
(c) -1 (d) 0.5

9. _____ refers to the process of assigning numerals or other symbols to answer so that responses can be put to limited number of categories or classes.

- (a) Coding (b) Classification
(c) Editing (d) All of these

10. A _____ report is used if the research results have policy implications.

- (a) Consolidated (b) Market
(c) Technical (d) Popular

Page 3 **Code No. : 7686**

PART B — (5 × 5 = 25 marks)

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

11. (a) Explain the significance of Research.

Or

(b) What do you understand by one time research?

12. (a) "A good research design has many features"-
Comment.

Or

(b) Illustrate the term ANOVA.

13. (a) What are the essentials of good questionnaire?

Or

(b) List down the factors on which the methods of data collection depend.

14. (a) Explain the need for diagrammatic representation of statistical data.

Or

(b) Under what circumstances time series will be applied in social sciences research?

Page 4 **Code No. : 7686**
[P.T.O.]



15. (a) Narrate the rules for tabulation.

Or

- (b) Define Bibliography.

PART C — (5 × 8 = 40 marks)

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

16. (a) Narrate the various methods of social sciences research.

Or

- (b) Distinguish scientific research from social research.

17. (a) What is a research design? Discuss the basis of stratification to be employed in sampling public opinion on inflation?

Or

- (b) Narrate the steps followed in sample design.

18. (a) Distinguish between primary and secondary data.

Or

- (b) Distinguish between experiment and survey methods of research.

Page 5

Code No. : 7686

19. (a) Explain how diagrammatic representation of data differ from graphic representation.

Or

- (b) Explain in brief the various scaling techniques used in research.

20. (a) Draft the format of a research report.

Or

- (b) How secondary data can be analyzed?

Page 6

Code No. : 7686

