81

(Pages : 3)

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Name..

Reg. No..................................

THIRD SEMESTER M.Com. DEGREE (REGULAR/SUPPLEMENTARY) EXAMINATION, NOVEMBER 2021

[November 2020 for SDE/Private Students]

(CBCSS)

M.Com.

MCM 3C 13—RESEARCH METHODOLOGY

(2019 Admission onwards)

: Three Hours

Maximum : 30 Weightage

General Instructions (Not applicable to SDE/Private Students)

In cases where choices are provided, students can attend all questions in each section.

The minimum number of questions to be attended from the Section / Part shall remain the same.

The instruction if any, to attend a minimum number of questions from each sub section / sub part / sub division may be ignored.

There will be an overall ceiling for each Section / Part that is equivalent to the maximum weightage of the Section / Part.

Part A

Answer any four questions.
Each question carries 2 weightage.

Explain snowball sampling.

What is sampling design ?

What is meant by cluster sampling ?

What do you mean by structured observation ?

What is population ?

What do you mean by sampling error ?

Discuss nominal scale.

(4 × 2 = 8 weightage)

Turn over

Part B

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

8. Write short notes on the following terms :

   a) Population.

   b) Sampling Unit.

   c) Sampling frame.

   d) Sample.

9. The information below shows the paired samples t-test for a study of pre-training scores and training scores of employees. Write the interpretations.

   Hypothesized value : 0.000

   Mean pre-training : 39.200

   Mean post training : 39.933

   Mean difference : –0.733

   SD : 5.378

   Std error : 1.389

   N : 15

   DF : 14

   T : –0.53

   p-value : .6057

10. Explain the following methods of sample selection :

    a) Purposive sampling.

    b) Quota sampling.

    c) Expert sampling.

    d) Multi-stage sampling.

11. Distinguish between primary data and secondary data.

12. Interpret the correlation co-efficient.

    Sales : 1.000

    Advt : 0.980

    Correlation co-efficient between sales and advertisement expenditure = 0 .0980

    12 sample size

    +_. 576 critical value .05 (two tail)

    +_.708 critical value .01 (two-tail)

What are the two reference styles ?

Distinguish between research methods and research methodology.

(4 × 3 = 12 weightage)

Part C

Answer any two questions.

Each question carries 5 weightage.

What is census survey ? What are its advantages and disadvantages ?

The following data is given : Calculate the ANOVA co-efficient.

Types of Animals	Number of animals	Average Domestic animals	Standard Deviation
Dogs	5	12	2
Cats	5	16	1
Hamsters	5	20	4

Examine the differences between census and sampling methods.

What is hypothesis and explain various types of hypothesis ?

(2 × 5 = 10 weightage)