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THIRD SEMESTER M.Com. (C.B.C.S.S.) (REGULAR/SUPPLEMENTARY) DEGREE EXAMINATION, NOVEMBER 2023

M.Com.

MCM 3C 13—RESEARCH METHODOLOGY

(2019 Admission onwards)

Time : Three Hours

Maximum Weightage : 30

Part A

Answer any **four** *questions.*

Each question carries 2 weightage.

1. Discuss the objectives of Research.

2. What do you mean by sample design ? What points should be taken in to consideration by a researcher in developing a sample design for research ?

3. Write short note on :

    (a) Semantic differential scale.

    (b) Likert scale.

    (c) Graphic rating scale.

4. Distinguish between experiment and survey.

5. What is the need for reviewing literature for research ?

6. What are the characteristics of a good hypothesis ?

7. Distinguish between cluster sampling and stratified sampling.

(4 × 2 = 8 weightage)

Part B

Answer any **four** *questions.*

Each question carries 3 weightage.

8. What do you mean by multivariate analysis ? Explain its significance.

9. Explain the important experimental research designs.

10. Evaluate Interviewing as a method of data collection.

11. Describe the points to be considered while planning report writing.

Turn over

12. The mean of a certain production process is known to be 50 with a standard deviation of 2.5. The production manager may welcome any change in mean value towards higher side but would like to safeguard against decreasing value of mean. He takes a sample of 12 items that give a mean value of 48.5. What inferences should the manager take for the production process based on sample result? Use 5% level of significance for the purpose.

13. A simple random sampling survey in respect of monthly earnings of semi- skilled workers in two cities gives the following statistical information :

City	Mean monthly earnings	Standard deviation of sample data of monthly earnings	Size of sample
A	695	40	200
B	710	60	175

Test the hypothesis at 5% level that there is no difference between monthly earnings of workers in the two cities.

14. "Processing of data implies editing, coding, classification and tabulation." Describe in brief the four operations pointing out the significance of each in context of research study.

(4 × 3 = 12 weightage)

Part C
Answer any two questions.
Each question carries 5 weightage.

15. Describe the different steps involve in research process.

16. Explain different types of research by pointing out the features.

17. Define research report. Describe in brief the layout of research report covering all relevant points.

18. Set up an analysis of variance for the following per acre production data for three varieties of wheat each grown on four plots and state if the variety differences are significant ?

Plot of Land	Per acre production data Variety of wheat		
	A	B	C
1	6	5	5
2	7	5	4
3	3	3	3
4	8	7	4

(2 × 5 = 10 weightage)