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Name...........................

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

THIRD SEMESTER M.Com. DEGREE (REGULAR/SUPPLEMENTARY) EXAMINATION, NOVEMBER 2024

(CBCSS)

M.Com.

MCM 3C 13—RESEARCH METHODOLOGY

(2019 Admission onwards)

Time : Three Hours

Maximum : 30 Weightage

Answer should be written in English only

Part A

*Answer any **four** questions.*
Each question carries 2 weightage.

1. What is Exploratory research ?

2. Briefly explain Longitudinal surveys.

3. What do you mean by confounded relationship ?

4. Write short note on Bibliography.

5. What is Simulation ?

6. What is the purpose of Cluster Analysis ?

7. What is Likert scale ?

(4 × 2 = 8 weightage)

Part B

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

8. Explain the different approaches used in research.

9. What are the factors considered while deciding the size of the sample ?

10. "Creative management, whether in public administration or private industry, depends on methods of inquiry that maintain objectivity, clarity, accuracy and consistency." Discuss this statement and examine the significance of research.

Turn over

11. What is research Design? Explain the various stages of Research Design.

12. A sample of 200 bulbs made by a company gives a lifetime mean of 1540 hours with a standard deviation of 42 hours. Is it likely that the sample has been drawn from a population with a lifetime of 1500 hours? You may use 5 per cent level of significance.

13. The manager of ABC ice cream parlour has to take a decision regarding how much of each flavour of ice cream he should stock so that the demand of the customers are satisfied. The ice cream supplier claims that among the four most popular flavours, 62 per cent customers prefer vanilla, 18 per cent chocolate, 12 per cent strawberry and 8 per cent mango. A random sample of 100 customers produces the results below. At 5 % significance level, test the claim that the percentages given by the suppliers are correct

14. An economist is interested in estimating the average monthly household expenditure on food item by the households of a town. Based on past data, it is estimated that the standard deviation of the population on the monthly expenditure on food item is Rs. 30. With allowable error set at Rs. 5, estimate the sample size required at a 90 per cent confidence.

$(4 \times 3 = 12$ weightage)

Part C

Answer any two questions.
Each question carries 5 weightage.

15. 'A researcher faces number of hurdles while doing research'. Explain.

16. What is non-parametric test? Briefly explain the various types.

17. The following table shows the kilometres/litre which a test driver with three different types of cars has obtained randomly on different occasions.

Car 1	:	15	14.5	14.8	14.9		
Car 2	:	13	12.5	13.6	13.8	14	
Car 3	:	12.8	13.2	12.7	12.6	12.9	13

Using a 5 per cent level of significance, perform a one-way ANOVA to examine the hypothesis that the difference in the average mileage in the three types of cars can be attributed to chance.

18. Briefly describe the different types of sampling techniques with examples.

$(2 \times 5 = 10$ weightage)

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