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Name.....

Reg. No.....

**THIRD SEMESTER M.A./M.Sc./M.Com. DEGREE (REGULAR)**  
**EXAMINATION, NOVEMBER 2020**

(CBCSS)

M.Com.

**MCM 3C 13—RESEARCH METHODOLOGY**

(2019 Admissions)

Time : Three Hours

Maximum : 30 Weightage

**Section A**

*Answer at least three questions.*

*Each question carries 2 weightage.*

*All questions can be attended.*

*Overall Ceiling 6.*

1. What is descriptive research ?
2. What is pilot survey ?
3. Write a note on thurstone scale.
4. Discuss the concept of plagiarism.
5. What is multivariate analysis ?
6. What is literature survey ?
7. What do you mean by hypothesis ?

(3 × 2 = 6 weightage)

**Section B**

*Answer at least three questions.*

*Each question carries 4 weightage.*

*All questions can be attended.*

*Overall Ceiling 12.*

8. Define Research Design. Mention various types of research design.
9. Differentiate between questionnaire and schedule.

**Turn over**



10. Discuss the various steps involved in research process.
11. What is the difference between parametric and non-parametric tests ?
12. How to formulate a research problem ?
13. Discuss the advantages and disadvantages of case study.
14. List the different types of measurement scales.

(3 × 4 = 12 weightage)

### Section C

*Answer at least two questions.*

*Each question carries 6 weightage.*

*All questions can be attended.*

*Overall Ceiling 12.*

15. Distinguish between random sampling and non-random sampling techniques.
16. What are the contents of a good research report ?
17. Give a note about reliability and validity of research. Also give the differences between reliability and validity of research.
18. Examine various types of research.

(2 × 6 = 12 weightage)