II Semester M.Com. (IB) Degree Examination, June/July 2018
(CBCS)
Paper – 2.5 : RESEARCH METHODOLOGY

Time : 3 Hours
Max. Marks : 70

SECTION – A

Answer any seven questions out of ten. Each question carries two marks. (7×2=14)

1. A) Define the term Research.
   B) State any two methods of data collection.
   C) Write a note on simple random sampling.
   D) What are the sources of secondary data ?
   E) What is syndicated data source ?
   F) What are null hypothesis and alternative hypothesis ?
   G) Define significance level.
   H) What do you mean by pilot study ?
   I) What is goodness of fit ?
   J) Briefly explain Factor analysis.

SECTION – B

Answer any four questions out of six. Each question carries five marks. (4×5=20)

2. Explain the importance of business research.
3. What are the stages of data processing ? Explain in detail.
4. Distinguish between exploratory and descriptive research.
5. What are personal interview and focus group discussion methods? Explain.

6. Discuss the advantages of SPSS.

7. Explain the meaning and application of Chi-square analysis.

SECTION – C

Answer any three questions out of five. Each question carries twelve marks.

8. What is research methodology? Explain in detail the process of scientific research.

9. "Hypotheses are the guiding forces in any research study". Justify and explain.

10. What is analysis of variance? Discuss the assumptions of ANOVA. Illustrate with an example.

11. Explain the Parametric and Non-parametric tests of hypothesis.

12. Define research report. Describe the characteristics of research report.
II Semester M.Com. (IB)/MIB Examination, July 2017
(CBCS)
Paper – 2.5 : RESEARCH METHODOLOGY

Time : 3 Hours
Max. Marks : 70

SECTION – A

1. Answer any seven questions. Each carries two marks. (7x2=14)
   
   a) Define ‘Induction’.
   
   b) Define ‘Hypothesis’.
   
   c) Define random sampling.
   
   d) Distinguish between ‘Data and Information’.
   
   e) Define ‘Likert scale’.
   
   f) What is a ‘loaded question’?
   
   g) When is ‘Factor Analysis’ used?
   
   h) When is ‘Cluster Analysis’ used?
   
   i) What is correlation matrix?

SECTION – B

Answer any four questions. Each carries five marks. (4x5=20)

2. Explain a statistical test for measuring association between two variables.

3. Distinguish between longitudinal research and cross sectional research.

4. Define ‘Construct’ with the help of examples.

5. Briefly explain the parts of a management report.

6. Define qualitative research. What are the popular techniques of qualitative research?

7. State null hypothesis and alternative hypothesis for an imaginary sample data.

P.T.O.
SECTION – C

Answer any three question. Each question carries 12 marks. \( (3 \times 12 = 36) \)

8. Describe the stages of a 'Descriptive' research with suitable example.

9. In marketing research, describe the use of qualitative methods of research.

10. Discuss the principles of questionnaire design.

11. Explain the following:
   - Illicit generalization, fallacies of reasoning, sample size, working population, Monte Carlo simulation.

12. Explain the various scales of measurement with suitable examples.
II Semester M.Com. (I.B.)/M.I.B. Examination, June 2016
(CBCS)
Paper – 2.5 : RESEARCH METHODOLOGY

Time : 3 Hours Max. Marks : 70

SECTION – A

Answer any seven questions out of ten. Each question carries two marks. (7x2 = 14)

1. a) Define scientific method of research.
b) What is Null hypothesis ?
c) State few characteristics of good research.
d) What is problem formulation ?
e) What is meant by Tabulation ?
f) What is secondary data ? What are its sources ?
g) What are the different types of interviews ?
h) What is ‘Thurstone Scale’ ?
i) Define stratified random sampling.
j) What is Conjoint ‘Analysis’ ?

SECTION – B

Answer any four questions out of six. Each question carries five marks. (4x5 = 20)

2. Explain the differences between scientific and non-scientific methods.
3. What is research design ? Why is it needed ?
4. Explain the steps involved in hypothesis testing.
5. Distinguish between statistics of attributes and statistics of variables.
6. Describe the factors influencing sampling size.
7. Explain the significance of research report.
SECTION – C

Answer any three questions out of five. Each question carries twelve marks. \((3 \times 12 = 36)\)

8. Discuss the role of research in different areas of business.

9. Explain the steps in business research process. State the types of errors that are likely to affect the research design.

10. Explain the salient features of different observation methods used for data collection.

11. Discuss the advanced techniques of Data Analysis.

12. Discuss the components of a research report.
II Semester M.I.B. Examination, June 2015
(Semester Scheme)
INTERNATIONAL BUSINESS
Paper – 2.4 : Research Methodology

Time : 3 Hours  Max. Marks : 80

SECTION – A

Note : Answer any ten of the following questions in about 3-4 lines. Each question carries two marks.

(10x2=20)

1. a) Differentiate between Search and Research.

   b) What are the good qualities of a questionnaire?

   c) Who is Enumerator and Respondent?

   d) Differentiate between primary data and secondary data.

   e) What is hypothesis? Mention its types.

   f) What are the various process of research?

   g) What is multi-dimensional scaling?

   h) Expand – SPSS and ANOVA package.

   i) What is pilot study?

   j) What is the need for Research Design?

   k) What is interview schedule?

   l) What do you mean by Editing?
SECTION – B

Note: Answer any three questions of the following in about one page each. Each question carries five marks. (3×5=15)

2. What are the various types of hypothesis? Give an example for each of the hypothesis.

3. What is review of literature? Explain its relevancy to fill the research gap.

4. Explain the type-I and type-II errors.

5. Explain the various types of presentation of report.

6. What are the criteria for good business research?

SECTION – C

Note: Answer any two of the following question in about three pages each. Each question carries 15 marks. (2×15=30)

7. What are the various criteria used for writing the research report?

8. What is analysis and interpretation of data? Explain advanced techniques available for data analysis.

9. What is research design? Explain its various components.

10. “Solution of a problem leads to another problem”. Discuss this statement with examples.

SECTION – D

Case Study (Compulsory): (1×15 = 15)

11. A company wants to study the effect of managerial control on the company’s performance:
    a) Identify and classify the variables in the study.
    b) Identify major variables of the study.
    c) Suggest suitable design for the study.