

THIRD SEMESTER M.Com. DEGREE EXAMINATION, DECEMBER 2016

(CUCSS)

MC 3C 13—RESEARCH METHODOLOGY

(2015 Admission)

Time : Three Hours

Maximum : 36 Weightage

Part A

*Answer all questions
Each question carries 1 weightage.*

1. What is case study research ?
2. Define coding.
3. Define hypothesis.
4. What is sample size ?
5. What are the features of a good report ?
6. Define analysis of variance.

(6 × 1 = 6 weightage)

Part B

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

7. Distinguish between restricted and unrestricted sampling.
8. Describe the process of research.
9. What are type I error and type II error ?
10. Explain the merits and demerits of sampling.
11. Describe the different types of hypotheses.
12. Explain the different methods of collection of primary data.
13. State the various types of research.
14. What are the characteristics of a good sample ?

(6 × 3 = 18 weightage)

Part C

*Answer any two questions.
Each question carries 6 weightage.*

15. What are the various scaling techniques ? Explain them
16. Explain questionnaire and examine its main characteristics.
17. Explain the significance of a research report.

(2 × 6 = 12 weightage)