

THIRD SEMESTER M.Com. DEGREE EXAMINATION, DECEMBER 2018

(CUCSS—PG)

M.Com.

MC 3C 13—RESEARCH METHODOLOGY

(2015 Syllabus Year)

Time : Three Hours

Maximum : 36 Weightage

Part A

Answer all questions.

Each question carries 1 weightage.

1. Define exploratory research.
2. Distinguish between parameter and statistic.
3. What do you mean by reliability of a questionnaire ?
4. Describe about semantic differential scale.
5. How footnote is differ from bibliography ?
6. What do you mean by APA style of referencing ?

(6 × 1 = 6 weightage)

Part B

Answer any six questions.

Each question carries 3 weightage.

7. Explain the need and importance of review of literature.
8. What are the different sources of secondary data ? Explain.
9. Define Interview. What are the steps in conducting an interview ?
10. What are the various types of non-probability sampling ?
11. Explain the steps in data processing.
12. What are the characteristics of a good report ? Explain.
13. Explain the steps involved in testing of hypothesis.
14. Differentiate between parametric data and non-parametric data.

(6 × 3 = 18 weightage)

Turn over

Part C

Answer any two questions.

Each question carries 6 weightage.

- 15. Describe various steps in research.
- 16. Explain the process of writing a research report.
- 17. What are the problems faced by researchers in India? Give valuable suggestions to improve research in India.

(2 × 6 = 12 weightage)