

C 31460

(Pages : 2)

Name.....

Reg. No.....

THIRD SEMESTER M.Com. DEGREE EXAMINATION, DECEMBER 2017

(CUCSS)

MC 3C 13—RESEARCH METHODOLOGY

(2015 Admissions)

Time : Three Hours

Maximum : 36 Weightage

Part A

Answer all questions.

Each question carries 1 weightage.

1. What is 'Exploratory Research' ?
2. Write the meaning of primary data.
3. Define Sampling.
4. What is meant by conceptual research ?
5. State any two qualities of a good researcher.
6. Give the meaning of questionnaire.

(6 × 1 = 6 weightage)

Part B

Answer any six questions.

Each question carries 3 weightage.

7. What are the objectives of research ?
8. Distinguish between null and alternative hypothesis.
9. What are the steps to be taken to make the sample useful and reliable ?
10. Explain in detail the survey method of research.
11. Explain the various methods in collecting the data from the respondents.
12. Distinguish between convenience and purposive sampling.
13. What are the various types of research ?
14. What are the guidelines for oral presentation of a research report ?

(6 × 3 = 18 weightage)

Turn over

Part C

Answer any **two** questions.

Each question carries 6 weightage.

15. Explain the significance of research design.
16. What are the essential characteristics of a good questionnaire ?
17. What are the steps involved in the preparation of a research report ?

(2 × 6 = 12 weightage)