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Name.....

Reg. No.....

**THIRD SEMESTER M.Com. DEGREE (REGULAR) EXAMINATION  
NOVEMBER 2019**

M.Com.

MC 3C 13—RESEARCH METHODOLOGY

Time : Three Hours

Maximum : 36 Weightage

**Part A**

*Answer all questions.*

*Each question carries 1 weightage.*

1. What do you mean by sampling error ?
2. What do you mean by Likert Scale ?
3. Define Type I error.
4. Define multistage sampling.
5. What is bibliography ?
6. Briefly describe the concept of review of literature.

(6 × 1 = 6 weightage)

**Part B**

*Answer any six questions.*

*Each question carries 3 weightage.*

7. "Processing of data implies editing, coding, classification and tabulation". Describe in brief these four operations pointing out the significance of each in context of research study.
8. What are the elements usually constitute the structure of a business report ?
9. Define multivariate analysis. Briefly explain the techniques of multivariate analysis.
10. What are the uses of pre-testing of questionnaire ?
11. Write short notes on :
  - (1) Descriptive research.
  - (2) Ex post facto research.
  - (3) Applied research.

**Turn over**

12. What do you mean by research ? Explain its significance in modern times.
13. Why probability sampling is generally preferred in comparison to non-probability sampling ? Explain the procedure of selecting a simple random sample.
14. Illustrate the concept of 'Documentation' in the context of a research report.

(6 × 3 = 18 weightage)

### Part C

*Answer any two questions.*

*Each question carries 6 weightage*

15. "Testing of hypothesis is a multistage activity". Critically evaluate the statement with suitable example.
16. What are the features of good research design ?
17. Explain the significance of a research report and narrate the various steps involved in writing such a report.

(2 × 6 = 12 weightage)