

M.Com. DEGREE EXAMINATION, MARCH 2015

First Semester

Faculty of Commerce

Paper V—RESEARCH METHODOLOGY

(Prior to 2012 Admissions)

Time : Three Hours

Maximum : 75 Marks

Section A

Answer all questions.

Each question carries 2 marks.

Answer not to exceed half a page.

1. What is research design ?
2. What is evaluation research ?
3. What is rejection of a hypothesis ?
4. What is a cluster ?
5. Explain fundamental research.
6. What is research methodology ?
7. What is a schedule ?
8. What do you mean by convenience sampling ?
9. Explain research report.
10. What is bibliography ?

(10 × 2 = 20 marks)

Section B

Answer any five questions.

Each question carries 5 marks.

Answer not to exceed one page.

11. What are the objectives of managerial research ?
12. What are the advantages of census method ?
13. What are operational definitions ?
14. What are the uses of case study method ?
15. How can we fix the number of samples ?
16. How can we frame hypothesis ?

Turn over

17. What are the uses of secondary data ?
18. What do you mean by questionnaire ?

(5 × 5 = 25 marks)

Section C

*Answer any **one** question.*

It carries 10 marks.

Answer not to exceed three pages.

19. Explain sampling. What are the types of sampling ?
20. Explain the different types of research.

(1 × 10 = 10 marks)

Section D

*Answer any **one** question.*

It carries 20 marks.

Answer not to exceed five pages.

21. What is research reporting ? What are the steps in research report writing ?
22. What is the importance of analysis and interpretation of data in research ?

(1 × 20 = 20 marks)
