

(i) Printed Pages : 2

Roll No.

(ii) Questions : 10

Sub. Code :

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Exam. Code :

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Master of Commerce 2nd Semester

1059

RESEARCH METHODOLOGY IN COMMERCE

(Same for USOL Candidates)

Paper : M.C.202

Time Allowed : Three Hours]

[Maximum Marks : 80

Note :— Attempt any **five** questions in all, selecting at least **one** question from each Unit.

UNIT—I

- I. Define scientific method. Explain the different steps involved in doing research using scientific methods. 16
- II. Define Research Design and outline its main features. Briefly describe and differentiate between Exploratory and Descriptive Research Design. 16
- III. Differentiate between :
 - (a) Null hypothesis and Alternative hypothesis
 - (b) Type-I and Type-II error.
 - (c) Parametric tests and Non Parametric tests
 - (d) One tailed test and two tailed test. 16

UNIT-II

- IV. What are the various sources of collecting information in Research ? Explain the different ways of organizing the collected materials. 16
- V. How does the case study method differ from the survey method ? Analyse the merits and limitations of case study method in Business Research. 16

UNIT—III

- VI. Discuss the guidelines or established practices of using footnotes, abbreviations, quotations, tables, dictation, appendices in writing a research report. Give suitable examples. 16
- VII. Distinguish between data and information. Highlight the importance of analysis and presentation of information. 16

UNIT—IV

- VIII. What do you mean by Multivariate techniques ? Explain their significance in context of Research Studies. 16
- IX. Describe the concept of Research Report. Explain the various steps of research report preparation and writing and highlight the importance of each component of research report. 16
- X. Write short notes on :
- (a) Multiple Regression
 - (b) Factor Analysis. 16