

(i) Printed Pages : 2

Roll No. ....

(ii) Questions : 10

Sub. Code : 

3	8	1	4
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Exam. Code : 

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Master of Commerce 2<sup>nd</sup> Semester

1048

**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. Distinguish between Research Method and Research Methodology.  
Discuss the significance and purposes of Research. 16
- II. Research design in exploratory studies must be flexible but in descriptive studies, it must minimize bias and maximize reliability.  
Discuss. 16
- III. What do you understand by the term Hypothesis ? Discuss the types of Hypothesis and significance of Hypothesis testing in Research. 16

**UNIT—II**

- IV. Define Sampling. Discuss briefly the various sampling methods used in carrying out research. 16

- V. Explain the process and significance of collection and organization of material with special emphasis upon correct sources of information. 16

### UNIT—III

- VI. What is the importance of analysis and presentation of information in Research ? Discuss the different widely used methods of analysis and presentation of information. 16
- VII. Write notes on the following :
- (a) Composition of information
  - (b) Co-ordinating contents. 16

### UNIT—IV

- VIII. Define Multivariate analysis. What are the objectives of Multivariate analysis and explain its importance ? 16
- IX. Write notes on the following :
- (a) Discriminate Analysis
  - (b) Conjoint Analysis
  - (c) Factor Analysis
  - (d) Cluster Analysis. 16
- X. Describe the concept of management of a Research Unit. Discuss the benefits and problems of implementation of actual research findings. 16