

(i) Printed Pages : 3]

Roll No.

(ii) Questions : 10]

Sub. Code :

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Exam. Code :

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**Master of Commerce 2nd Semester
Examination**

1047

RESEARCH METHODOLOGY IN COMMERCE

(Same for USOL Candidates)

Paper : M.C. 202

Time : 3 Hours]

[Max. Marks : 80

Note :- Candidates are required to attempt *five* questions in all, selecting at least *one* question from each Unit (Units I to IV). All questions carry equal marks.

Unit-I

1. Define scientific method. Explain the different steps involved in doing research using scientific methods.
2. What is a Hypothesis ? Discuss its types and highlight the significance of hypotheses testing in research.
3. Distinguish between inductive methods and deductive methods. Discuss their merits and demerits.

Unit-II

4. Discuss briefly the various techniques of sampling. Give suitable examples to support your view point while explaining each technique.
5. Discuss the role of library in finding the appropriate sources of information. Give some suggestive arguments to effectively use different sources of information including books, periodicals and encyclopedias.

Unit-III

6. Discuss the guidelines or established practices of using footnotes, abbreviations, quotations, tables, dictation, appendices in writing a research report. Give suitable examples.
7. What are the different techniques of analysis and presentation of information ? Discuss the precautions to be taken while interpreting and applying research findings.

Unit-IV

8. Explain the following techniques of data analysis :
 - (a) Discriminate analysis
 - (b) Conjoint analysis
 - (c) Cluster analysis
9. Elaborate the steps of preparation and writing a research report.
10. What is Factor Analysis ? Discuss the role of factor analysis in exploratory research. Describe the steps involved in the process of applying factor analysis.

Time : 3 Hours]

[Max. Marks : 80

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Unit-I

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