

1056

M.Com. Second Semester

M.C.-202: Research Methodology in Commerce

(Same for USOL candidates)

Time allowed: 3 Hours

Max. Marks: 80

**NOTE:** Attempt five questions in all, selecting one question from each Unit.

x-x-x

**UNIT- I**

- I. What is a research design? How research designs of exploratory studies are different from descriptive studies? Discuss. (16)
- II. What do you understand by scientific methods? Discuss the different stages and steps involved in scientific studies. (16)
- III. Explain the meaning of research. Discuss its purposes and functions. (16)

**UNIT – II**

- IV. Define sampling. Discuss briefly the various sampling methods used in carrying out research. (16)
- V. What are the various sources of collecting information in research? Explain the different ways of organizing the collected materials. (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 a note on the following terms:-
  - a) Pictorial presentation
  - b) Style of writing
  - c) Bibliography
  - d) Foot-notes(4x4)

**UNIT – IV**

- VIII. 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)
- IX. Write a note on the following terms:
  - a) Discriminate analysis
  - b) Conjoint analysis
  - c) Factor Analysis
  - d) Cluster Analysis(4x4)
- X. What do you mean by regression analysis? What are the assumptions and significance of regression? Briefly discuss the different types of regression analysis that are widely used in research.

x-x-x