

(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 2nd Semester

(2054)

RESEARCH METHODOLOGY IN COMMERCE

(Same for USOL Candidates)

Paper--M.C. 202

Time Allowed : Three Hours]

[Maximum Marks : 80

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

UNIT—I

1. What is a Hypothesis ? Discuss its types and highlight the significance of hypothesis testing in research.
2. Distinguish between Research Method and Research Methodology. Also discuss the significance and purpose of research.
3. Research design in exploratory studies must be flexible but in descriptive studies, it must minimize bias and maximize reliability. Discuss.

UNIT—II

4. Define Sampling. Briefly discuss the various methods of sampling used in carrying out research.
5. How does the case study method differ from the survey

method ? Analyze the merits and limitations of case study methods in research.

UNIT—III

6. Distinguish between data and information. Highlight the importance of analysis and presentation of information.
7. Write short notes on the following :—
 - (a) Classification and Tabulation of data.
 - (b) Pictorial Presentation of Data.

UNIT—IV

8. Explain significance of a research report and narrate the various steps involved in writing such a report.
9. What do you mean by Multivariate techniques ? Explain their significance in context of research studies.
10. Write short notes on :
 - (a) Multiple Regression.
 - (b) Factor Analysis.