M. COM
Third Semester
RESEARCH METHODOLOGY
(MCM - 13)

Duration: 3Hrs.   **Full Marks: 70**

Part-A (Objective) = 20
Part-B (Descriptive) = 50

(PART-B: Descriptive)

Duration: 2 hrs. 40 mins.   **Marks: 50**

Answer any *five* of the following questions

1. Define research with example. Explain the significance of research in business.

$$(2+8=10)$$

2. Explain in details the stratified random sampling. Point out its merits and demerits.

$$(6+4=10)$$

3. What do you mean by hypothesis testing and why it is important? Discuss the steps involved in hypothesis testing. $(3+7=10)$

4. Explain briefly the steps involved in research process. (10)

5. Write the differences between sample and census method. Explain the sources of collecting secondary data. What is the difference between questionnaire and schedule? $(4+3+3=10)$

6. Write a note on report writing. Differentiate between applied and basic research.

$$(5+5=10)$$

7. What is parametric and non-parametric test? What are the test statistics involved in parametric test? Write a brief note on Mann-Whitney test. $(2+4+4=10)$

8. Discuss the steps involved in the processing of data. Write a note on:

(5+2+2+1=10)

(a) Sampling and non-sampling error.

(b) Descriptive statistics.

(c) Futuristic research.

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Duration: 20 minutes   **Marks – 20**

(PART A - Objective Type)

I. Choose the correct answer: **1×20=20**

1. Research involves gathering of data for the advancement of
   a) Knowledge   b) Information
   c) Facts   d) Wisdom

2. Purpose of research includes
   a) To gain familiarity with the phenomenon.
   b) To achieve new insights into new subjects or issues.
   c) To draw new conclusion.
   d) All the above.

3. Research which is used to solve practical problem of an individual or group is
   a) Pure research   b) Applied research
   c) Theoretical research   d) None

4. Critical evaluation of past events are done under
   a) Futuristic research   b) Experimental research
   c) Fundamental research   d) Historical research

5. H.G Wells advocated
   a) Historical studies   b) Exploratory studies
   c) Future Studies   d) Present studies

6. Study where changes are made in independent variables is
   a) Exploratory Studies   b) Descriptive Studies
   c) Experimental Studies   d) All

7. Deductive process is associated with
   a) Quantitative research   b) Prescriptive Research
   c) Empirical research   d) Qualitative research

8. Hypothesis of 'no difference' is
   a) Null hypothesis   b) Alternative hypothesis
   c) Predictive hypothesis   d) Question form hypothesis

9. Errors associated with census method is
   a) Recording Mistake
   b) Arithmetical errors
   c) Measurement Errors
   d) All the above

10. Sampling which is based on convenience and judgment is
    a) Probability sampling
    b) Non-probability sampling
    c) Restricted random sampling
    d) All the above

11. Mixed sampling is also known as
    a) Systematic sampling
    b) Stratified sampling
    c) Multi stage sampling
    d) Cluster sampling

12. Secondary data can be collected through
    a) Observation
    b) Schedule
    c) Interview
    d) None

13. Summated scales or Likert type of scales comes under the category of
    a) Item analysis scaling
    b) Graphic scale
    c) Itemized rating scale
    d) All the above

14. Economic Survey is
    a) International publication
    b) Private publication
    c) Semi-government publication
    d) Government publication

15. Enumerator is a
    a) Researcher
    b) Interviewer
    c) Investigator
    d) All the above

16. Conversion of raw data into numerical equivalent is
    a) Analysis of data
    b) Processing of data
    c) Hypothesis testing
    d) None

17. Mann-Whitney test is a
    a) Parametric test
    b) Non-parametric test
    c) Both (a) and (b)
    d) None

18. Analytical statistic is also known as
    a) Descriptive statistic
    b) Parametric statistics
    c) Non- parametric statistics
    d) Statistical Inference

19. Rejecting the null hypothesis which is true is known as
    a) Type I error
    b) Type II error
    c) Level of significance
    d) None of the above

20. R.A Fisher put forwarded
    a) Z- test   b) T-test   c) F-test   d) Chi square test

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