

M. COM
Third Semester
RESEARCH METHODOLOGY
(MCM - 303)

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 *four* from *Question no. 2 to 8*
Question no. 1 is compulsory.

1. Discuss the various types of research and their features. (10)
2. Define Research Design. What are the parts of Research Design? Briefly discuss the features of good Research Design. (2+3+5=10)
3. What do you mean by 'Sample Design'? What points should be taken into consideration by a researcher in sample design for any research project? (3+7=10)
4. What do you mean by collection of research data? Explain the various methods used in the collection of the research data. (2+8=10)
5. Prepare a questionnaire to collect opinion of the poor people regarding the possible influence of demonetization of Rs.500 and Rs.1000 currency notes on their livelihood. (2+8=10)
6. "Hypothesis is the guiding force in any research study". Justify and explain the process of hypothesis formulation and testing it with suitable example. (10)
7. Describe the contents of a research report. (10)
8. A sample of 300 consumers were asked to taste 4 brands of biscuits A, B, C and D, and indicate their preference for a particular brand of future purchase. The following table exhibits the results. (10)

Brand Preference for Biscuits

Brands				
A	B	C	D	Total
85	105	75	35	300

Is the proportion of consumers' preference same for different brands of biscuits?

(The critical chi-square value at 5 % level with 3 df is 7.815)

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Duration: 20 minutes

Marks – 20

(PART A - Objective Type)

I. Tick the correct answer:

1×20=20

1. For selection of units in a survey, a sample measurement means ,.....
 - a. mean
 - b. survey
 - c. parameters
 - d. statistics
2. The central tendency measurement in one sample Sign Test indicates which one of the following?
 - a. mean
 - b. median
 - c. mode
 - d. variance
3. Which one of the following is known as a 'research hypothesis'?
 - a. Null hypothesis
 - b. Alternative hypothesis
 - c. Statistical hypothesis
 - d. Directional hypothesis
4. Rejecting a true hypothesis is amounts to commitment of which one of the following errors?
 - a. type-I error
 - b. type-II error
 - c. type-III error
 - d. sampling error
5. Independent variable is also known as variable.
 - a. explanatory
 - b. moderating
 - c. intervening
 - d. extraneous
6. The process of converting responses into numeric symbols is known by which one of the following?
 - a. codes
 - b. cluster
 - c. data mining
 - d. none of these

7. Sampling procedure where each and every unit of population has some pre defined probability of inclusion in a sample is called
 - a. Purposive sampling
 - b. Snowball sampling
 - c. Judgement sampling
 - d. None of these

8. Choose the correct option from the following in identifying a pure research
 - a. The research which is undertaken for the sake of knowledge without any intention to apply it in practice.
 - b. The research which is carried on to find solution to a real-life problem requiring an action or policy decision.
 - c. The research which deals with the preliminary study of an unfamiliar problem about which the researcher has little or no knowledge.
 - d. The research which is a fact-finding investigation with adequate interpretation.

9.research aims at finding a solution for an immediate problem facing a society or a business entity.
 - a. Applied
 - b. Fundamental
 - c. Conceptual
 - d. None of these

10. Literature Review helps us in arriving at which one of the most appropriate option?
 - a. What is the basis of their evidence (opinion...empirical evidence)?
 - b. What are their conclusions?
 - c. What are the gaps in the research; what areas need to be studied?
 - d. All of these

11. A Research design includes which one of the following?
 - a. Sampling, observational, statistical and operational designs.
 - b. Statistical techniques alone.
 - c. Only sampling design.
 - d. Only data collection methods.

12. Research objectives ideally imply which one of the following?
 - a. Specific aim of the study.
 - b. Specific aim of the study.
 - c. The contents of the study.
 - d. The goal which the researcher wants to attain.

13. A hypothesis is verified by which one of the following options?
 - a. By observation
 - b. By solution
 - c. By experiments
 - d. By analyzing rules

14. Secondary source of information signifies which one of the following?
 - a. Already available.
 - b. Findings of the study.
 - c. Yet to be collected.
 - d. Not available for the researcher.

15. Which one of the following represents the correct order for preparation of a dissertation?
 - a. Conclusion, Introduction, Methods, Literature Review, Results.
 - b. Methods, Literature Review, Results, Conclusion, Introduction.
 - c. Conclusion, Introduction, Literature Review, Results, Methods.
 - d. Introduction, Literature Review, Methods, Results, Conclusion.

16. Quota sampling is used intensively in which one of the type of research?
 - a. Market research
 - b. Experimental research
 - c. Action research
 - d. Ethnographic research

17. Which of is the appropriate method of observation?
 - a. Close and open
 - b. Direct and indirect
 - c. Participants and non-participants
 - d. Theory and hypothesis

18. Which one of the following are the most appropriate types of data analysis?
 - a. Descriptive and non-descriptive
 - b. Descriptive and inferential
 - c. Variable and non-variable
 - d. Volatile and non-volatile

19. Which of the following is the most appropriate method of writing a research report?
 - a. To gain intellectual knowledge
 - b. To gain financial benefit
 - c. To show research work to others
 - d. To present at the university

20. Which one of the following would you consider appropriate while preparing a sample size?
 - a. Your sample frame and sampling strategy.
 - b. The ethical issues that might arise.
 - c. Access to the set sample.
 - d. The universe, sample frame, sampling strategy and budget.
