M.COM - I
SEM - II
SUB- Research methodology for Business
2 Hours
May-2018

Q. P. Code: 21571

18/05/18

Total Marks: 60

N.B.: 1. All questions are compulsory.
2. Figures to the right indicate full marks.

Q1		What is research? Explain the features and importance of research in business	15
		OR	
	a	Explain the significance of review of literature in research	08
	b	Describe the factors that determine the sample size.	07
Q2		Bring out the advantages and disadvantages of primary data and secondary data	15
		OR	
	a	Briefly explain the stages in research process	08
	b	What are the essentials of a good questionnaire?	07
Q3		What is data processing? Explain its importance in research	15
		OR	
	A	State the use of Correlation and Regression Analysis in research	08
	B	Explain data interpretation and the precautions to be taken by researcher in interpreting data	07

Q4 A State whether the following statements are True or False: 05
1 Good research should be based on objectivity and not subjectivity
2 In survey method of data collection, data cannot be collected through observation method
3 A researcher may use inductive or deductive logic while conducting analysis
4 Closed ended questions are those in which respondents selects one or more options from a pre-determined set of responses
5 If the p-value < significance level, Ho is accepted

Q4 B Fill in the blanks with the help of proper option: 05
1 Basic Research is also called as _____research
a. Applied b. Descriptive c. Fundamental d. Analytical
2 Research Design can be _____ in nature
a. Exploratory b. random c. Systematic d. None
3. One of the popularly known sampling framework is _____
a. MHRD report b. Economic Report c. Weather report d. Census Report
4 _____ is defined as the probability of rejecting null hypothesis when it is true
a. Type I error b. Type II error c. Analytical error d. All of these
5 A research report is completed by adding _____
a. Review of literature b. Footnotes c. Diagrams d. References

Q4   C   Match the following: 05

Group A		Group B
1	Descriptive Research	a. Mail survey
2	Cluster sampling	b. Two factor variance
3	Primary Data	c. Categories or classes
4	ANOVA	d. Characteristics of Data
5	Coding	e. Units as sample

OR

Q4   Short Notes on **any Three**:   15

1. Research Report Writing
2. American Psychological Association (APA)
3. Footnotes and Bibliography.
4. Ethics in research
5. Role of Computers in research

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