

S.No. 614

12PCM09

(For the candidates admitted from 2012-2013 onwards)
M.Com. DEGREE EXAMINATION, NOVEMBER 2017.

Third Semester

RESEARCH METHODOLOGY

Time : Three hours

Maximum : 75 marks

SECTION A — (5 × 5 = 25 marks)

Answer ALL questions.

1. (a) What is business research?

Or

(b) What do you understand by research design?

2. (a) Describe census.

Or

(b) Write a note on non random sampling.

3. (a) State the sources of data.

Or

(b) What is pre testing?

4. (a) List out the types of hypothesis

Or

(b) Mention the steps in chi square test.

5. (a) What is technical report?

Or

(b) State the content of research report.

SECTION B — (5 × 10 = 50 marks)

Answer ALL questions.

6. (a) Explain different types of research.

Or

(b) Discuss the components of research design.

7. (a) Describe the sampling techniques.

Or

(b) Explain how to determine the sample size.

8. (a) Examine the features of questionnaire.

Or

(b) Write a detailed note on observation.

9. (a) Explain the steps in testing of hypothesis.

Or

(b) Discuss the application of statistical tools in business research.

10. (a) Evaluate the criteria for a quality report.

Or

(b) Explain the components of research report.