B.M.S COLLEGE FOR WOMEN AUTONOMOUS
BENGALURU – 560004

END SEMESTER EXAMINATION – OCTOBER 2022

M.Com – II Semester
Advanced Research Methodology

Course Code: MCM203T   **QP Code: 21014**
Duration: 3 Hours   **Max marks: 70**

SECTION-A

1. Answer any SEVEN of the following. Each question carries TWO marks.   (7x2=14)

  a) What do you mean by quantitative approach?
  b) Mention any two plagiarism detection tools.
  c) What is literature Survey?
  d) Give the meaning of Hypothesis.
  e) What do you mean by sampling error?
  f) What is Research Gap?
  g) What is Latin Square Design?
  h) Define Ordinal scale.
  i) What is conflict of Interest?
  j) Explain any two plagiarism detection tools.

SECTION-B

Answer any FOUR of the following. Each question carries FIVE marks.   (4x5=20)

  2. Explain different methods of data Collection.
  3. What are the different types of Research?
  4. A Principal at a school claims that the students in his school are above average intelligence. A random sample of 50 students IQ scores have a mean score of 112.5. Is there sufficient evidence to support the Principal's claim? The mean Population IQ is 100 with a standard deviation of 15. The critical value at 5% level of significance is 1.64.
  5. Distinguish between sample and census method.
  6. Give the meaning of the term Variable and explain its types.
  7. What is ethics in research? Explain.

SECTION-C

Answer any TWO of the following. Each question carries TWELVE marks.   (2x12=24)

  8. The data related voter's opinion concerning a new tax reform bill and their level of income is given below. Test the association between voter's opinion concerning a new tax reform bill and their level of income. The critical value o at 5% level of significance is 1.64.

	Income Level			
Tax Bill	Low	Medium	High	Total
For	213	203	182	598
Against	138	110	154	402
Total	351	313	336	1000

9.Calculate Pearson's correlation co-efficient between advertisement cost and sales from the following data.

Advertisement cost ('000'Rs)	39	65	62	90	82	75	25	98	36
Sales (Lakhs Rs)	47	53	58	86	62	68	60	91	51

10. Explain probabilistic and non-probabilistic sampling.
11.Explain the steps in formulation of hypothesis.

SECTION-D
(Compulsory Skill-based Question on Subject / Paper)

(1x12=12)

12. ABC Company wants to know acceptance of digital payment mode among the street vendors.

Prepare research design and questionnaire to help company in understanding the problem

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