II Semester M.Com. (IB)/MIB Examination, July 2017
(CBCS)
Paper – 2.5 : RESEARCH METHODOLOGY

Time : 3 Hours   Max. Marks : 70

SECTION – A

1. Answer **any seven** questions. **Each** carries **two** marks.   **(7×2=14)**

   a) Define 'Induction'.

   b) Define 'Hypothesis'.

   c) Define random sampling.

   d) Distinguish between 'Data and Information'.

   e) Define 'Likert scale'.

   f) What is a 'loaded question' ?

   g) When is 'Factor Analysis' used ?

   h) When is 'Cluster Analysis' used ?

   i) What is correlation matrix ?

SECTION – B

Answer **any four** questions. **Each** carries **five** marks.   **(4×5=20)**

2. Explain a statistical test for measuring association between two variables.

3. Distinguish between longitudinal research and cross sectional research.

4. Define 'Construct' with the help of examples.

5. Briefly explain the parts of a management report.

6. Define qualitative research. What are the popular techniques of qualitative research ?

7. State null hypothesis and alternative hypothesis for an imaginary sample data.

SECTION – C

Answer **any three** question. **Each** question carries **12** marks. **(3×12=36)**

8. Describe the stages of a 'Descriptive' research with suitable example.

9. In marketing research, describe the use of qualitative methods of research.

10. Discuss the principles of questionnaire design.

11. Explain the following :
    Illicit generalization, fallacies of reasoning, sample size, working population, Monte Carlo simulation.

12. Explain the various scales of measurement with suitable examples.

——————————————