

D 11579

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Name.....

Reg. No.....

**THIRD SEMESTER M.Com. DEGREE (REGULAR/SUPPLEMENTARY)
EXAMINATION, NOVEMBER 2021**

[November 2020 for SDE/Private Students]

(CBCSS)

M.Com.

MCM 3C 13—RESEARCH METHODOLOGY

(2019 Admission onwards)

Time : Three Hours

Maximum : 30 Weightage

General Instructions (Not applicable to SDE/Private Students)

1. *In cases where choices are provided, students can attend **all** questions in each section.*
2. *The minimum number of questions to be attended from the Section / Part shall remain the same.*
3. *The instruction if any, to attend a minimum number of questions from each sub section / sub part / sub division may be ignored.*
4. *There will be an overall ceiling for each Section / Part that is equivalent to the maximum weightage of the Section / Part.*

Part A

*Answer any **four** questions.
Each question carries 2 weightage.*

1. Explain snowball sampling.
2. What is sampling design ?
3. What is meant by cluster sampling ?
4. What do you mean by structured observation ?
5. What is population ?
6. What do you mean by sampling error ?
7. Discuss nominal scale.

(4 × 2 = 8 weightage)

Turn over

Part B

*Answer any **four** questions.
Each question carries 3 weightage.*

8. Write short notes on the following terms :

- a) Population.
- b) Sampling Unit.
- c) Sampling frame.
- d) Sample.

9. The information below shows the paired samples t-test for a study of pre-training scores and post training scores of employees. Write the interpretations.

Hypothesized value : 0.000

Mean pre-training : 39.200

Mean post training : 39.933

Mean difference : -0.733

SD : 5.378

Std error : 1.389

N : 15

DF : 14

T : -0.53

p-value : .6057

10. Explain the following methods of sample selection :

- a) Purposive sampling.
- b) Quota sampling.
- c) Expert sampling.
- d) Multi-stage sampling.

11. Distinguish between primary data and secondary data.

12. Interpret the correlation co-efficient.

Sales : 1.000

Advt : 0.980

Correlation co-efficient between sales and advertisement expenditure = 0 .0980

12 sample size

+_. 576 critical value .05 (two tail)

+_.708 critical value .01 (two-tail)

13. What are the two reference styles ?
14. Distinguish between research methods and research methodology.

(4 × 3 = 12 weightage)

Part C

*Answer any two questions.
Each question carries 5 weightage.*

15. What is census survey ? What are its advantages and disadvantages ?
16. The following data is given : Calculate the ANOVA co-efficient.

Types of Animals	Number of animals	Average Domestic animals	Standard Deviation
Dogs	5	12	2
Cats	5	16	1
Hamsters	5	20	4

17. Examine the differences between census and sampling methods.
18. What is hypothesis and explain various types of hypothesis ?

(2 × 5 = 10 weightage)