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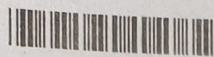
II Semester M.Com. Degree Examination, November - 2022**COMMERCE****Advanced Research Methodology****(CBCS New Scheme)****Paper : 2.3****Time : 3 Hours****Maximum Marks : 70****SECTION - A****Answer any Seven questions out of Ten. Each question carries Two marks (7×2=14)**

1. a) Define Research.
- b) What do you mean by falsification.
- c) State the objectives of the literature review.
- d) What do you mean by research problem?
- e) Differentiate between validity and reliability.
- f) Mention any 2 sources of secondary data.
- g) What do you mean by sampling frame? Give example.
- h) What is type II error?
- i) Differentiate between bibliography and reference.
- j) What do you mean by parameter?

SECTION - B**Answer any Four questions out of Six. Each question carries Five marks.****(4×5=20)**

2. What are the characteristics of Good Research?
3. Explain different types of variables under research.
4. Describe the different types of primary data collection tools.
5. Explain the steps involved in the process of determination of sample size.
6. In a sample study of 64 students are obtained mean 106, standard deviation 20, level of significance 0.05 and $H_0: \mu = 100$. Test the null hypothesis?
7. What should be the ideal structure of research report?

[P.T.O.]

**SECTION - C**

Answer any Two questions out of Four. Each question carries Twelve marks.

(2×12=24)

8. How are research design is classified? What are the distinguishing features of each classification? Give appropriate example
9. Discuss the four key levels of measurements with examples, and what mathematical operation/statistical techniques can be applied for each type of scale.
10. Explain the different kinds of probability sampling techniques with suitable examples.
11. The following table presents the number of defective pieces produced by three workmen operating in turn on three different machines:

	Machine 1	Machine 2	Machine 3
Workman 1	27	34	23
Workman 2	29	32	25
Workman 3	22	30	22

Conduct a two-way ANOVA to test at 5% level of significance, whether:

- i) The difference among the means obtained for the three workmen can be attributed to chance
- ii) The difference among the means obtained for the three machines can be attributed to chance

SECTION - D

Answer the following Compulsory question

(1×12=12)

12. A research was undertaken to ascertain the attitude of the Delhi shopper towards the mall shopping experience. For the study, the researcher identified the following research objectives:

- To understand the typical Delhites shopping behavior
- To understand the parameters that influence his/her selection of a mall
- To understand the respondents spending pattern in a mall
- To understand consumer awareness about specific malls in Delhi/NCR



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- To understand the consumer's evaluation and satisfaction with respect to the malls that he/she has shopped in
- To adequately profile the typical Delhi mall shopper

Design the questionnaire for the above stated objective of the study



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II Semester M.Com Degree Examination, October - 2023

COMMERCE

Advanced Research Methodology

Paper : 2.3

(Scheme : CBCS)

Time : 3 Hours

Maximum Marks : 70

Section -A

Answer any Seven questions out of ten. Each question carries Two marks: (7×2=14)

1. a) Differentiate between inductive and deductive theory.
- b) State two criteria of good research.
- c) Define "Variables" in research.
- d) Explain the concept of a "Mixed Research Design."
- e) Define the term "field work validation."
- f) What is the main goal of tabulation in data processing?
- g) What is the significance of Type I error in hypothesis testing?
- h) State two methods for minimizing sampling error.
- i) Differentiate between descriptive and inferential analysis.
- j) State the purpose of the t-test.

Section - B

Answer any Four questions out of six. Each question carries Five marks: (4×5=20)

2. Explain the significance of plagiarism detection software and its role in maintaining research integrity.
3. Explain the components and sources of research problem.
4. Variables are integral to the research. Explain the different types of variables that researchers commonly use.

[P.T.O.]



5. Describe the techniques used for data scaling. How can researchers decide on the appropriate scaling technique for their study?
6. Define the term "hypothesis" and explain the different types of hypotheses.
7. Write a note on Descriptive and Analytical Research.

Section - C

Answer any Two questions out of Four Each question carries Twelve marks:

(2×12=24)

8. Research in India presents unique challenges to researchers. Identify and elaborate on the major problems encountered by researchers in India during different phases of their research projects. Suggest strategies to address these challenges effectively.
9. Explain the different types of Sampling Techniques in detail with example.
10. Outline the entire process of data processing, from field work validation to graphical representation. Describe the role of each step and its significance in ensuring accurate research outcomes.
11. Describe the situations where F-test and ANOVA are applicable.

Section - D(Compulsory)

Answer the following question for 12 marks.

(1×12=12)

12. Conduct a Chi-square test to analyze the association between smoking habits and lung diseases.

	Lung Disease Present	Lung Disease Absent	Total
Smoker	40	20	60
Non-Smoker	30	110	140
Total	70	130	200