MCOHC-3.1

Sl. No.

III Semester M.Com. Degree Examination, May/June - 2026

COMMERCE

Research Methodology

(CBCS, SLM Semester Scheme)

Course : HC - 3.1

Time : 3 Hours **Maximum Marks : 80**

SECTION - A

Answer any Four questions. Each question carries 5 marks. **(4×5=20)**

1. State the difference between qualitative and quantitative research.
2. List out the characteristics of research problem.
3. How do you report the review of literature?
4. What are the characteristics of hypothesis?
5. Write a short note on "The criteria for selecting sampling procedure".
6. Differentiate primary and secondary sources of data.

SECTION - B

Answer any Three questions. Each question carries 10 marks. **(3×10=30)**

7. Outline briefly the various types of research design.
8. Explain the advantages and disadvantages of sampling.
9. Distinguish between cluster sampling and stratified sampling.
10. Elucidate the types of reports and mechanism of writing a research report.

11. In a survey of board preference of high school students for soft drinks the following results was obtained:

Gender/Brand	Brand A	Brand B	Brand C
Boys	25	30	52
Girls	46	22	28

Was there any relationship between the brand preference and the gender of the consumers? Use a two tailed test at the 0.05 level of significance.

SECTION - C

Answer any Two questions. Each question carries 15 marks. **(2×15=30)**

12. Discuss the potential difficulties that could arise during data processing.

13. Below are ratings of aggressiveness (X) and amount of sales in the Last year (Y) for 8 salespersons. Is there a significant rank correlation between the two measures? Use 0.05 significance level.

X	30	16	35	28	42	25	19	34
Y	35	30	40	46	50	32	33	41

14. Discuss the reasons and the need of data interpretation in research.

15. Explain the steps involved in writing a research report.

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