MCOHC-3.1

Sl. No.

III Semester M.Com. Degree Examination, October/November - 2025

COMMERCE

Research Methodology

(CBCS, SLM Semester Scheme)

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

SECTION - A

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

1. Distinguish scientific and non-scientific methods of research.

2. How can the literature review be planned?

3. What is non probability sampling design? Give example.

4. What are the benefits of using SPSS and Excel?

5. What are the types of hypothesis? Explain with example.

6. Distinguish between the participant observation and non-participant observation.

SECTION - B

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

7. Explain the features of a good research design.

8. Critically evaluate the steps in writing a research report.

9. Describe ethical norms and ethical issues in research.

10. Define scale. Explain the important scaling techniques.

11. A TV channel programme manager wants to know whether there are any significant differences among male and female viewers between the types of the programmes they watch. A survey conducted for the purpose gives the following results.

[P.T.O.

Type of TV Programme	Viewers Gender Male	Female	Total
News	30	10	40
Serials	20	40	60
Total	50	50	100

Calculate chi-square and determine whether type of TV programme is independent of the viewers sex. Take 0.10 significance level.

SECTION - C

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

12. Explain the concept of level of significance and the P value in testing of hypothesis highlighting the stages involved in hypothesis testing.

13. Explain the mechanism of writing a research report and the precautions to be taken while writing the research report.

14. Elucidate the necessity of defining a research problem and techniques involved in defining a problem.

15. Explain how data is processed and interpreted? Explain the problems arising at the time of processing.
