

Reg. No. :

Name :

First Semester M.Com Degree Examination, May 2023

Paper III : CO213 RESEARCH METHODOLOGY

(2018 Admission Onwards)

Time : 3 Hours

Max. Marks : 75

SECTION – A

Answer all questions. Each question carries 2 marks.

1. Define research design.
2. What is Central Limit theorem?
3. Explain area sampling.
4. Explain focus groups.
5. What is production coding?
6. What do you mean by basic research?
7. What is a statistical hypothesis?
8. Explain MANOVA.
9. What are the types of research reports?
10. What is a structured questionnaire?

(10 × 2 = 20 Marks)

P.T.O.



SECTION – B

Answer **any five** questions. **Each** question carries **5** marks.

11. "Good preparation must be done before the interview to make sure that you get what you need from it" Explain the steps followed for conducting interview.
12. Explain the classifications of research design.
13. Explain the internal source of secondary data.
14. Discuss the comparative differences of probability and non-probability sampling methods?
15. "Measurement is the process observing and recording the observations". Explain the levels of measurement.
16. "Statisticians follow a formal process to determine whether to accept or reject a null hypothesis, based on sample data". Explain the steps involved in hypothesis testing.
17. "Conjoint analysis deals with the measurement of the combined effect of two or more attributes that are important from the view of the consumer". Explain the main steps involved in the application of conjoint analysis.
18. Explain the steps involved in marketing research process.

(5 × 5 = 25 Marks)

SECTION – C

Answer **any two** questions. **Each** question carries **15** marks.

19. "Primary data is data collected for the first time. It is original and collected for a specific purpose, or to solve a specific problem". Explain the methods of collecting primary data.
20. "It is not sufficient if the market researcher has collected information on the research problem, the results of marketing research must be effectively communicated to management". Explain the format for writing the research report.
21. Describe the various steps involved in the development of a questionnaire?
22. "Multivariate analysis is the analysis of the simultaneous relationships among three or more phenomena". Explain various methods of Multivariate analysis.

(2 × 15 = 30 Marks)

