D 131918 **(Pages : 2)** **Name.....**

Reg. No.....

THIRD SEMESTER M.Com. DEGREE (REGULAR/SUPPLEMENTARY) EXAMINATION, NOVEMBER 2025

(CBCSS)

Master of Commerce

MCM 3C 13—RESEARCH METHODOLOGY

(2019 Admission onwards)

Time : Three Hours Maximum : 30 Weightage

Answer should be written in English only.

Part A

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

1. Discuss the main objectives of conducting research.
2. Explain the concept of exploratory research. State its key features.
3. Distinguish between primary data and secondary data, with examples.
4. What is a research hypothesis ? State the characteristics of a good hypothesis.
5. Explain the Likert scale and Semantic Differential scale, and state their uses.
6. What is sampling design ? What factors should be considered while developing a sampling design ?
7. Why is a review of literature important in the research process ?

(4 × 2 = 8 weightage)

Part B

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

8. What is research design ? Explain its importance. Describe any *two* types of research designs with examples.
9. What is measurement in research ? How do nominal, ordinal, interval, and ratio scales differ from each other ?

Turn over

10. List and explain any *five* principles to be followed in preparing a questionnaire for data collection.

11. A random sample of 100 students has a mean test score of 75 .5. Can it be considered as a sample from a large population with mean 76.2 and $\sigma = 4.5$? Test at 5 % level of significance.

12. In 120 throws of a die, the following results were recorded :

Face	:	1	2	3	4	5	6
Freq.	:	15	20	18	22	25	20

At 5 % level of significance, test whether the die is fair.

13. What is stratified sampling ? Explain its advantages.

14. Define sample size. Explain the factors that influence the determination of sample size in research.

(4 × 3 = 12 weightage)

Part C

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

15. Perform one-way ANOVA (at 5 % significance) on the following data for three fertilizers :

Fertilizer A	:	8,	7,	9,	6
Fertilizer B	:	12,	13,	11,	14
Fertilizer C	:	10,	9,	8,	11

16. Distinguish between descriptive statistics and inferential statistics. Explain the role of each in research.

17. Name any *three* multivariate analysis techniques and briefly describe the main feature of each.

18. What is meant by interpretation of data in research ? Discuss any *three* guidelines for effective interpretation of research findings.

(2 × 5 = 10 weightage)