D 150218 **(Pages : 2)** **Name.....**

Reg. No.....

THIRD SEMESTER M.Com. (CBCSS) [REGULAR/SUPPLEMENTARY] DEGREE EXAMINATION, NOVEMBER 2026

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. What is descriptive research ? List its main characteristics.
2. What is a focus group discussion ? Explain its advantages in data collection.
3. Differentiate between nominal and ordinal scales of measurement, with examples.
4. What are validity and reliability in research ? Why are they important ?
5. What is snowball sampling ? In what situations is it used ?
6. What is an ordinal scale ?
7. What are non-sampling errors ? Give two examples.

(4 × 2 = 8 weightage)

Part B

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

8. Explain the steps involved in editing and coding data in research.
9. A random sample of 15 students has a mean score of 78. If the population mean is 75 and $\sigma = 5$, test at 5 % significance whether the population mean is 75.

Turn over

10. Outline the steps involved in hypothesis testing.

11. Describe any *three* scaling techniques commonly used in attitude measurement (e.g. Likert scale, Thurstone scale, semantic differential scale).

12. What are sampling errors ? How do they differ from non-sampling errors ?

13. Explain the purposes of classification and tabulation of data in the research process.

14. Define hypothesis. What are the different types of hypothesis ?

(4 × 3 = 12 weightage)

Part C

Answer any **two** *questions.*

Each question carries 5 *weightage.*

15. Paired *t*-test : The scores (out of 100) of 5 employees before and after a training program are :

    - Before training : 65, 70, 72, 75, 80
    - After training : 70, 75, 80, 78, 85

    At 5 % significance, test whether the training program had a significant effect on the scores.

16. What is plagiarism in academic research ? Explain how researchers can avoid plagiarism.

17. What are the key sections of a research report ? Briefly describe what is included in each section.

18. Explain the processes of classification and tabulation of data in research analysis. Why are they important ?

(2 × 5 = 10 weightage)