

**THIRD SEMESTER M.Com DEGREE EXAMINATION, NOVEMBER 2020**  
**COMMERCE**  
**FMCM3C13 - RESEARCH METHODOLOGY**

**Time: Three Hours**

**Maximum Weightage: 30**

**Part A: Answer any *four* questions. Each carries *two* weightage.**

1. What is randomized block design?
2. What is tabulation? What are its objectives?
3. How do you differentiate sampling errors and non- random errors?
4. What is measurement validity? Briefly explain various types of validity.
5. Explain the sources of error in a measurement.
6. What is observation? What are its features?
7. Explain executive summary?

**(4 × 2 = 8 weightage)**

**Part B: Answer any *four* questions. Each carries *three* weightage.**

8. Explain the need of literature survey.
9. What are the factors influencing sample size?
10. Explain the case study approach in research.
11. Explain different types of measurement scales.
12. Describe the factors to be considered at the time of selecting an appropriate scaling technique.
13. What is multi-variate analysis? Explain various multi- variate methods.
14. What is interpretation? Discuss the precautions to be taken at the time of interpretation.

**(4 × 3 = 12 weightage)**

**Part C: Answer any *two* questions. Each carries *five* weightage.**

15. Explain the process of research.
16. Discuss different sampling techniques used for selecting a sample.
17. Explain various non-comparative scaling techniques used in research.
18. What is secondary data? Explain the various sources of secondary data.

**(2 × 5 = 10 weightage)**