THIRD SEMESTER M.Com DEGREE EXAMINATION, NOVEMBER 2022
(Regular/Improvement/Supplementary)

COMMERCE
FMCM3C13 - RESEARCH METHODOLOGY

Time: 3 Hours **Maximum Weightage: 30**

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

Write short notes on:

1. Hypothesis.

2. Sample design.

3. Population parameter.

4. Focused interview.

5. Content analysis.

6. Measurement.

7. Coefficient of contingency.

(4 × 2 = 8 weightage)

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

8. Discuss different types of measurement scales.

9. What is the need for reviewing literature for research?

10. Explain the criteria for selecting sampling techniques.

11. What are the differences between case study and survey?

12. Explain different types of projective techniques.

13. Describe different sources of error in measurement.

14. Explain important multivariate techniques used for analysis.

(4 × 3 = 12 weightage)

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

15. Give a detailed account on the different types of research.

16. Discuss various probability sampling techniques.

17. Explain the important non-comparative rating scales used for measurement.

18. Describe the layout of a research report covering all relevant points.

(2 × 5 = 10 weightage)