

THIRD SEMESTER M.Com DEGREE EXAMINATION, NOVEMBER 2024
(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. Pure research.
2. The principles of sampling.
3. Sociometry.
4. Content analysis.
5. Likert scale.
6. Cross sectional surveys.
7. Projective techniques.

(4 × 2 = 8 weightage)

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

8. What are the guidelines for the preparation of a questionnaire?
9. Elaborate on the approaches related with the construction of scale.
10. How we can classify the documentary sources of data?
11. What are the factors to be considered while deciding sample size?
12. State the principles of tabulation?
13. What is plagiarism and can it be prevented?
14. Write an account on the steps involved in case study.

(4 × 3 = 12 weightage)

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

15. What is scaling? What are the different types of measurement scales? Also explain about essentials of measurement scale.
16. Give a description about different sampling methods?
17. Explain the major steps involved in the conduct of a research work.
18. Describe the layout of a research report.

(2 × 5 = 10 weightage)