

THIRD SEMESTER M. Com DEGREE EXAMINATION, NOVEMBER 2025
(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. Research and its significance in modern times.
2. Sampling unit.
3. Pilot survey.
4. Difference between schedule and questionnaire.
5. 'Measurement' in research and different measurement scales.
6. Construct validity.
7. Cluster sampling.

(4 × 2 = 8 weightage)

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

8. "Research is much concerned with proper fact finding, analysis and evaluation". Do you agree with this statement? Give reasons in support of your answer.
9. Write short notes on:
 - a) Semantic differential scale.
 - b) Likert scale.
 - c) Multidimensional scaling.
10. "Interpretation is a fundamental component of research process". Explain.
11. Explain the construction of Likert scale, its advantages and limitations.
12. Write a note on plagiarism.
13. Point out the possible sources of errors in measurement? Describe the tests of sound measurement.
14. What do you mean by 'sample design'? What points should be taken into consideration by a researcher in developing a sample design for research project.

(4 × 3 = 12 weightage)

(P.T.O.)

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

15. Explain in detail the different steps in Research process.
16. “Report writing is more an art that hinges upon practice and experience.” Discuss.
17. Why probability sampling is generally preferred in comparison to nonprobability sampling? Explain different types of probability sampling techniques.
18. Differentiate between primary data and secondary data. Explain different methods of collecting primary data.

(2 × 5 = 10 weightage)