

Exam. Code: 217602

Subject Code: 6265

M.Com. 2nd Semester
RESEARCH METHODOLOGY
Paper—MC-203

Time Allowed—Three Hours] [Maximum Marks— 60

SECTION—A

Note :— Attempt any 10 parts. Each part carries 2 marks.

1. Write short notes on the following :—
 - (i) Review of Literature
 - (ii) Multicollinearity
 - (iii) Statement of Research Objectives
 - (iv) Observation Method
 - (v) Ordinal scale
 - (vi) Transforming data
 - (vii) Adjusted R^2
 - (viii) Research Process
 - (ix) Paired Comparison Method
 - (x) Control Group
 - (xi) Independent and Dependent variables
 - (xii) Likelihood Ratio.

SECTION—B

Note :— Attempt any 2 questions. Each question carries 20 marks

2. Define Research Methodology. Discuss the scope of Research Methodology in different fields of management.
3. Select a Research Problem along with the variables to be considered and formulate a theoretical framework to describe the link between the variables under study.
4. Explain the criteria of identifying a problem in detail. Discuss the need of formulating a Research Problem.
5. What is the difference between Exploratory and Descriptive Research design ? What are the different methods in conducting Exploratory Research ?

SECTION—C

Note :— Attempt any 2 questions. Each question carries 20 marks.

6. Explain the concept of Multiple Regression and point out its usefulness in dealing with business problems.
7. Discuss the various steps of data preparation process. What are the precautions a researcher has to keep in mind while entering data ?
8. Differentiate between Likert scale and Semantic Differential scale. Describe the relevance and applications of Likert scale.
9. Discuss the meaning and the steps used in performing factor analysis ? Under what circumstances a researcher should apply factor analysis ?