

Exam. Code : 217602  
Subject Code : 5556

M.Com. 2nd Semester (Batch 2021-23)  
MC-203 : RESEARCH METHODOLOGY

Time Allowed—3 Hours] [Maximum Marks—60

**Note** :— Attempt **FIVE** questions in all, selecting at least **ONE** question from each section. The **FIFTH** question may be attempted from any section. All questions carry equal marks.

#### SECTION—A

1. Define the concept of research methodology. Discuss the nature of research methodology. How a researcher tackles research issues ?
2. "The task of defining the research problem often follows a sequential pattern." Explain.

#### SECTION—B

3. Describe the role of literature review in research. Explain various research engines available for finding literature.
4. What is meant by experimental research design ? Write its features. Explain various experimental research designs giving appropriate examples.

SECTION—C

5. Define measurement. Discuss basic levels of measurement giving appropriate examples.
6. Differentiate Likert scale and Semantic differential scale giving application of each.

SECTION—D

7. (a) Write the similarities and difference between a regression and discriminant analysis.  
(b) Write a note on data transformation.
8. What do you mean by factor analysis ? Discuss its objectives. Explain the conditions that are required to be satisfied before carrying our factor analysis.