

(i) Printed Pages : 2

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(ii) Questions : 10

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Exam. Code : 

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**Master of Commerce 2<sup>nd</sup> Semester**  
(2055)

**RESEARCH METHODOLOGY IN COMMERCE**

(Same for USOL Candidates)

**Paper : M.C. 202**

**Time Allowed : Three Hours]      [Maximum Marks : 80**

**Note :—** Attempt *five* questions in all, selecting at least *one* question from each Unit. All questions carry equal marks.

**UNIT—I**

1. Briefly describe the different steps involved in a research project. Explain the relevance of literature review in a research project.
2. What is a Hypothesis ? Discuss its types and highlight the significance of hypothesis testing in research.
3. Explain different types of research design. What are the features of good research ?

**UNIT—II**

4. Discuss briefly the various techniques of Sampling. Give suitable examples to support your view point while explaining each technique.

5. How does the case study method differ from the survey method ? Analyze the merits and limitations of case study methods in research.

### **UNIT—III**

6. Distinguish between data and information. Highlight the importance of analysis and presentation of information.
7. Discuss the guidelines or established practices of using footnotes, abbreviations, quotations, tables, dictation, appendices in writing a research report. Give suitable examples.

### **UNIT—IV**

8. What do you mean by factor analysis ? Give suitable examples to highlight the different steps involved in performing factor analysis. Discuss the economic significance of factor analysis.
9. Explain significance of a research report and narrate the various steps involved in writing such a report.
10. What do you mean by Multivariate techniques ? Explain their significance in context of research studies.