

(i) Printed Pages : 3]

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(ii) Questions : 10]

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**Master of Commerce 2nd Semester  
Examination**

**1047**

**RESEARCH METHODOLOGY IN COMMERCE**

(Same for USOL Candidates)

**Paper : M.C. 202**

**Time : 3 Hours]**

**[Max. Marks : 80**

**Note :-** Candidates are required to attempt *five* questions in all, selecting at least *one* question from each Unit (Units I to IV). All questions carry equal marks.

**Unit-I**

1. Define scientific method. Explain the different steps involved in doing research using scientific methods.
2. What is a Hypothesis ? Discuss its types and highlight the significance of hypotheses testing in research.
3. Distinguish between inductive methods and deductive methods. Discuss their merits and demerits.

**N-475**

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Turn Over

## Unit-II

4. Discuss briefly the various techniques of sampling. Give suitable examples to support your view point while explaining each technique.
5. Discuss the role of library in finding the appropriate sources of information. Give some suggestive arguments to effectively use different sources of information including books, periodicals and encyclopedias.

## Unit-III

6. Discuss the guidelines or established practices of using footnotes, abbreviations, quotations, tables, dictation, appendices in writing a research report. Give suitable examples.
7. What are the different techniques of analysis and presentation of information ? Discuss the precautions to be taken while interpreting and applying research findings.

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#### Unit-IV

8. Explain the following techniques of data analysis :
  - (a) Discriminate analysis
  - (b) Conjoint analysis
  - (c) Cluster analysis
9. Elaborate the steps of preparation and writing a research report.
10. What is Factor Analysis ? Discuss the role of factor analysis in exploratory research. Describe the steps involved in the process of applying factor analysis.