2316

Class–M.COM (Sem. II)
Subject – Research Methodology
PAPER – MC-203

Time Allowed : 3 Hrs   Maximum Marks :60

Section – A

Attempt any two questions . Each question carries 2 marks.

1. Define Research Design.

2. What are characteristics of good questionnaire?

3. Explain extraneous variables.

4. What are the Pre - requisites for choosing a topic?

5. What is meant by Wilk's λ ?

6. What do you mean by coefficient of determination?

7. Differentiate between cross sectional and time-series analysis.

8. What do you mean by cross tabulation of data?

9. Explain the relevance of normality in research and statistical analysis.

10. What is meant by communality?

11. Explain in brief the concept of projective techniques of data collection.

12. Differentiate between Reliability and Validity.

Section - B

Attempt any two questions. Each question carries 10 marks.

75/2   1

Q 1. Elaborate various steps involved in research process. Support each step with suitable example.

Q 2. Explain the significance of formulating research design. Explain and compare various research designs by using illustrations.

Q 3. What do you mean by review of literature? Explain the process of reviewing literature and writing the review by considering any hypothetical research situation.

Q 4. Explain various pre - requisites of selecting a research topic. Discuss in detail formulation and refining of research problem and enumeration of research objectives for a dummy proposal.

Section - C

Attempt any two questions. Each question carries 10 marks.

Q 5. Explain various levels of measurement. Also discuss their relevance for business studies.

Q 6. Differentiate between logistic regression and discriminant analysis.

Q 7. Discuss in detail data transformation and data screening. Also explain their significance in research.

Q 8. Write short notes on:

(a) Principal Component Analysis

(b) Significance of regression coefficients

(c) KMO and Bartlett test

(d) Autocorrelation and Multicollinearity

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