

**Paper : M.C. 202 : RESEARCH METHODOLOGY IN COM-
MERCE**

(Same for USOL Candidates)

Time Allowed : Three Hours

Maximum Marks : 80

Note : (i) The students are required to attempt five questions in all, selecting at least one question from each unit. All questions carry equal marks.

(ii) Use of non-programmable calculator by the students in the examination hall is allowed. The calculator will not be provided by the university.

UNIT-I

1. Research is concerned with proper fact finding, analysis and evaluation. Do you agree with this statement? Give reasons in support of your answer.
2. Research design in exploratory studies must be flexible but in descriptive studies, it must minimize bias and maximize reliability. Discuss.

UNIT-II

3. How does the case method differ from the survey method? Analyse the merits and limitations of case study method in business research.
4. Explain the meaning and significance of the concept of "Standard Error" in sampling analysis.

UNIT-III

5. Describe the process of designing a questionnaire, the steps involved and the guidelines that must be followed at each step.
6. Write short notes on :
 - (a) Classification and tabulation of data
 - (b) Pictorial presentation of data.

UNIT-IV

7. Discuss in detail the importance of coordinating contents in the presentation of information. How should front matter and back matter be coordinated ?
8. Describe the concept of discriminant analysis, its objectives and its applications in business research.
45. Explain the significance of a research report and narrate the various steps involved in writing such a report.
46. Describe the concept of factor analysis and explain how it is different from analysis of variance, multiple regression and discriminant analysis.