

Paper–M.C.–202 : Research Methodology in Commerce

(Same for USOL Candidates)

Time Allowed : 3 Hrs.

Maximum Marks : 80

Note : Attempt *five* questions in all, selecting one question from each Unit.

UNIT-I

1. What is a research design? How research designs of exploratory studies are different from descriptive studies ? Discuss. (16)
2. What do you understand by scientific method ? Discuss the different stages and steps involved in scientific studies. (16)
3. Explain the meaning of research. Discuss its purposes and functions. (16)

UNIT-II

4. Define sampling. Discuss briefly the various sampling methods used in carrying out research. (16)
5. What are the various sources of collecting information in research ? Explain the different ways of organizing the collected materials. (16)

UNIT-III

6. What is the importance of analysis and presentation of information in research ? Discuss the different widely used methods of analysis and presentation of information. (16)
7. Write notes on the following terms :
 - (a) Pictorial presentation
 - (b) Style of writing
 - (c) Bibliography
 - (d) Foot-notes (4 × 4)

UNIT-IV

8. Describe the concept of research report. Explain the various steps of research report preparation and writing and highlight the importance of each component of research report. (16)
9. Write notes on the following terms :
 - (a) Discriminate analysis
 - (b) Conjoint analysis
 - (c) Factor Analysis
 - (d) Cluster Analysis (4 × 4)
10. What do you mean by regression analysis ? What are the assumptions and significance of regression ? Briefly discuss the different types of regression analysis that are widely used in research.