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Reg. No.....

Name.....

M.Com. DEGREE (PRIVATE) EXAMINATION, JULY 2026

First Semester

Faculty of Commerce

Paper V—RESEARCH METHODOLOGY

(2016–2018 Admissions – Final Mercy Chance)

Time : Three Hours | Maximum Marks : 75

Section A

Answer **all** *questions.*

Each question carries 2 marks.

Answer not to exceed **half a page**.

1. What is research and explain its characteristics ?
2. What is meant by scientific research ?
3. What is descriptive research and explain its applications ?
4. What is meant by case study research ?
5. What are the characteristics of a good hypothesis ?
6. Explain the importance of research design in conducting research.
7. What is observation method ? Explain its features.
8. Distinguish between probability sampling and non-probability sampling.
9. Explain cluster sampling with suitable examples.
10. Explain the importance of bibliography in a research report.

(10 × 2 = 20)

Section B

Answer any **five** *questions.*

Each question carries 5 marks.

Answer not to exceed one page each.

11. What is research methodology ? Explain its significance in research.
12. What is a research problem ? Explain its nature and significance.

13. Distinguish between action research and fundamental research.

14. Explain null and alternative hypothesis with suitable examples.

15. Explain convenience, judgement and systematic sampling.

16. Explain the merits and demerits of interview method.

17. What is sampling error ? Explain its causes and methods of minimizing it?

18. Discuss the steps involved in writing a research report.

(5 × 5 = 25)

Section C

Answer any **one** *question.*

This question carries 10 marks.

Answer not to exceed three pages.

19. Explain the Chi-square test and its applications in research.

20. What are the qualities of a good research report ? Explain.

(1 × 10 = 10)

Section D

Answer any **one** *question.*

This question carries 20 marks.

Answer not to exceed five pages.

21. What is business research ? Explain its objectives and scope.

22. Explain the systematic procedure involved in conducting a research study.

(1 × 20 = 20)