

M.Phil. DEGREE EXAMINATION –
JUNE 2006.

Commerce

RESEARCH METHODOLOGY

Time : 3 hours

Maximum marks : 70

PART A — (3 × 5 = 15 marks)

Answer any THREE questions not exceeding 1 page each.

1. What is the role of review of literature?
2. What do you understand by 'case study' method?
3. What are the different sources through which researcher can enrich his hypothesis formulation?
4. Explain the process of Editing of data.
5. Bring out the importance of SPSS.

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions in Essay form.

6. What is social research? List its objectives. Explain different types of research.

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Describe some of the important research designs in experimental hypothesis testing research study.

Interview method is superior to questionnaire for collecting data for research connected with subjects in commerce. Do you agree? Express your views clearly on relative merits of the two methods of data collection.

Explain the procedure for testing of hypothesis.

Explain the different stages involved in the presentation of a research report with reference to a research project in which you are interested.

What is sampling? Discuss different types of sample designs.

An automobile company gives you the following information about age groups and the liking for particular model of car which it plans to introduce :

	Age groups				
	Below 20	20-39	40-59	60 and above	Total
Persons who like the car	140	80	40	20	280
Persons who do not like the car	60	50	30	80	220
	<u>200</u>	<u>130</u>	<u>70</u>	<u>100</u>	<u>500</u>

On the basis of this above mentioned data can it be concluded that the model appeal is independent of the age groups (given for $V = 3$, $\chi^2_{0.05} = 7.815$).