

H

Roll No.

BCH-406

B. COM. (H) (FOURTH SEMESTER) END SEMESTER EXAMINATION, June/July, 2022

RESEARCH METHODOLOGY

Time : Three Hours

Maximum Marks : 100

Note : (i) All questions are compulsory.

(ii) Answer any *two* sub-questions among
(a), (b) and (c) in each main question.

(iii) Total marks in each main question are
twenty.

(iv) Each sub-question carries 10 marks.

1. (a) What do you mean by research ? Explain
its significance in modern times. (CO1)
- (b) Briefly describe the different steps
involved in a research process. (CO1)
- (c) Explain the meaning and significance of a
research design. (CO1)

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2. (a) Distinguish between the following : (CO2)
- (i) Null hypothesis and alternative hypothesis
 - (ii) One-tailed test and two-tailed test
 - (iii) Type I error and Type II error
- (b) Explain the meaning of the following sampling fundamentals : (CO2)
- (i) Sampling frame
 - (ii) Sampling error
- (c) Briefly describe the different probability and non-probability sampling techniques. (CO2)
3. (a) What is the meaning of measurement in research ? Write and explain the measurement scaling techniques. (CO3)
- (b) Explain the different methods of collecting data. (CO3)
- (c) "Experimental method of research is not suitable in management field." Discuss. What are the problems in the introduction of this research design in business organisation ? (CO3)

4. (a) "Processing of data implies editing, coding, classification and tabulation." Explain each of them with example. (CO4)
- (b) Write a brief note on different types of analysis of data pointing out the significance of each. (CO4)
- (c) Define the concept of SPSS and data analysis with Excel. (CO4)
5. (a) Describe the precautions that the researcher should take while interpreting his findings. (CO5)
- (b) "Interpretation is an art of drawing inferences, depending upon the skill of the researcher." Elucidate this statement, explaining the technique of interpretation. (CO5)
- (b) Mention the different types of report, particularly pointing out the difference between a technical report and a popular report. (CO5)