Enrollment No......................................

Faculty of Commerce / Management

End Sem (Even) Examination May-2018

CM3SE04/MS3CO14 Research Methodology

Programme: B.Com (Hons.) / BBA   Branch/Specialisation: Commerce / Management

Duration: 3 Hrs.   **Maximum Marks: 60**

Note: All questions are compulsory. Internal choices, if any, are indicated. Answers of Q.1 (MCQs) should be written in full instead of only a, b, c or d.

Q.1 i. The main purpose of research in education is to _____.   **1**
        (a) Help in the personal growth of an individual
        (b) Help the candidate become an eminent educationist
        (c) Increase job prospects of an individual
        (d) Increase social status of an individual

    ii. Which of the following is the type of research   **1**
        (a) Quantitative Research   (b) Qualitative Research
        (c) Applied Research   (d) All of these

    iii. Probability of rejecting null hypothesis is   **1**
        (a) Type I error   (b) Type II error
        (c) Both (a) and (b)   (d) Not an error

    iv. A distinction between exploratory and descriptive interviewing would   **1**
        be that:
        (a) Exploratory is looking for quantification of findings; descriptive
            is looking for insights
        (b) Exploratory is looking for insights; descriptive is looking for
            quantification.
        (c) Exploratory typically would involve conducting more interviews
            than descriptive
        (d) There is no distinction—they would both be conducted the same
            way.

    v.   Survey tool through surveyor himself fill responses of standardised   **1**
        set of questions from respondents, is known as:
        (a) Interview schedule   (b) Questionnaire
        (c) Interview   (d) None of these

P.T.O.

vi. 'Median' is   1
  (a) A Nominal measure   (b) An Ordinal measure
  (c) An Interval measure   (d) A Ratio measure

vii. Which of the following is not a random sampling   1
  (a) Simple Random Sampling (SRS) (b) Stratified Sampling.
  (c) Cluster Sampling.   (d) Expert sampling

viii. Which is the basic determinant of sample size: 1
  (a) Confidence interval   (b) Population size
  (c) Margin of error   (d) All of these

ix. Which is not true about foot note   1
  (a) It identifies the material   (b) Written at bottom of the page
  (c) Numbered consecutively   (d) Substitute of bibliography

x. The report that contains the analysis of a book is called: 1
  (a) Monograph   (b) Popular research report
  (c) Book review   (d) Project report

Q.2 i. What do you understand by ethical issues in research?   2
    ii. List the characteristics of good research.   3
    iii. What do you mean by research? Discuss the significance of the research.   5
OR iv. What are various applications of business research?   5

Q.3 i. Define type I and Type II errors   2
    ii. What do you understand by statistical reference? Discuss importance of statistical testing in it with the help of an example.   8
OR iii. What do you understand by research design? Discuss various types of research.   8

Q.4 i. Write two examples of nominal and ordinal scales of measurement.   2
    ii. Describe sources of errors in measurement.   3
    iii. What do you understand by measurement scale? Discuss interval and ratio scale with two examples.   5
OR iv. Discuss various methods of data collection. Differentiate between interview and questionnaire.   5

Q.5 i. Define sampling and non-sampling errors. Give example of each.   2
    ii. Discuss two of each probability and non-probability sampling methods.   8
OR iii. What do you understand by sampling design? Discuss its objective and explain characteristics of good sample design.   8

Q. 6 i. Differentiate between research proposal and research report.   3
    ii. What are various integral components of research report? Discuss precautions to taken at the time of report writing.   7
OR iii. What are various types of research reports? Explain them and discuss characteristics of good research report.   7

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Marking Scheme
CM3SE04/MS3CO14 Research Methodology

Q.1   i.   The main purpose of research in education is to _____.   **1**
(b) Help the candidate become an eminent educationist

ii.   Which of the following is the type of research   **1**
(d) All of these

iii.   Probability of rejecting null hypothesis is   **1**
(b) Type II error

iv.   A distinction between exploratory and descriptive interviewing would   **1**
be that:
(b) Exploratory is looking for insights; descriptive is looking for
quantification.

v.   Survey tool through surveyor himself fill responses of standardised   **1**
set of questions from respondents, is known as:
(b) Questionnaire

vi.   'Median' is   **1**
(b) An Ordinal measure

vii.   Which of the following is not a random sampling   **1**
(d) Expert sampling

viii.   Which is the basic determinant of sample size: **1**
(d) All of these

ix.   Which is not true about foot note   **1**
(d) Substitute of bibliography

x.   The report that contains the analysis of a book is called: **1**
(c) Book review

Q.2   i.   Ethical issues in research   **2**

ii.   Characteristics of good research.   **3**

iii.   Research   1 mark   **5**
Significance of the research   4 marks

OR   iv.   Applications of business research   **5**

Q.3   i.   Definition type I error   1 mark   **2**
Definition Type II error   1 mark

ii.   Statistical reference   2 marks   **8**
Importance of statistical testing with example   6 marks

OR   iii.   Research design   2 marks   **8**
Any three types of research 2 marks each (2 marks * 3)   6 marks

Q.4   i.   Two examples of nominal scales of measurement   1 mark   **2**
Two examples of ordinal scales of measurement.   1 mark

ii.   Sources of errors in measurement.   **3**

iii.   Measurement scale   1 mark   **5**
Interval scale with examples.   2 marks
Ratio scale with examples   2 marks

OR   iv.   Methods of data collection   3 marks   **5**
Difference between interview and questionnaire   2 marks

Q.5   i.   Sampling errors with example   1 mark   **2**
Non-sampling errors with example   1 mark

ii.   Two of each probability sampling methods   4 marks   **8**
Two of each non-probability sampling methods   4 marks

OR   iii.   Sampling design   2 marks   **8**
Its objective   3 marks
Characteristics of good sample design.   3 marks

Q. 6   i.   Difference between research proposal and research report.   **3**
Any three 1 mark each   (1 mark * 3)

ii.   Integral components of research report   3 marks   **7**
Precautions to taken at the time of report writing   4 marks

OR   iii.   Types of research reports   2 marks   **7**
Characteristics of good research report   5 marks

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