

Total No. of Questions: 6

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Enrollment No.....



Faculty of Commerce / Management Studies

End Sem (Even) Examination May-2019

CM3SE04/MS3CO14 Research Methodology

Programme: B.Com.(Hons) / Branch/Specialisation: Commerce /  
BBA 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 essential qualities of a researcher are: 1
- (a) Spirit of free enquiry
  - (b) Reliance of observation and evidence
  - (c) Systematization or theorizing of knowledge
  - (d) All of these
- ii. A teacher encounters various problems during his professional research experiences. He should: 1
- (a) Resign from his post in such situations
  - (b) Do research on that problem and find a solution
  - (c) Avoid the problematic situations
  - (d) Take the help of the head of the institution
- iii. Review of the relevant literature is done to know: 1
- (a) What is already known about the topic
  - (b) What concepts and theories have been applied to the topic
  - (c) Who are the key contributors to the topic
  - (d) All of these
- iv. Which of the following is the first step in starting the research process? 1
- (a) Searching sources of information to locate problem
  - (b) Survey of related literature
  - (c) Identification of the problem
  - (d) Searching for solutions to the problem

P.T.O.

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- v. Which of the following is NOT a data collection method? **1**  
 (a) Research design  
 (b) Unstructured interviewing  
 (c) Postal survey questionnaires  
 (d) Electronic mail surveys
- vi. Which of the following steps are required to design a questionnaire? **1**  
 (a) Preparing a draft of the questionnaire  
 (b) Revision of the draft  
 (c) Writing primary and secondary aims of the study  
 (d) All of these
- vii. Sampling is advantageous as it \_\_\_\_\_. **1**  
 (a) Helps in capital-saving (b) Saves time  
 (c) Increases accuracy (d) Both (a) and (b)
- viii. A researcher selects only 10 members as a sample from the total population of 5000 and considers it good because: **1**  
 (a) He was a good researcher  
 (b) He was guided by his supervisor  
 (c) The population was homogeneous  
 (d) All of these
- ix. Bibliography given in a research report: **1**  
 (a) Helps those interested in further research  
 (b) Makes the report authentic  
 (c) Both (a) and (b)  
 (d) None of these
- x. Citation means that a particular paper has been: **1**  
 (a) Copied from somewhere else  
 (b) Discussed orally by another author  
 (c) Quoted in another paper by another author  
 (d) Sold to another publisher
- Q.2 i. Discuss the importance of research in managerial decision making. **4**  
 ii. Explain characteristics of good research. **6**  
 OR iii. Describe different types of research and major applications of research in managing business operations. **6**

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- Q.3 i. Explain Type I and Type II error in hypothesis testing. **4**  
 ii. What is research design? Explain exploratory and causal research design. **6**  
 OR iii. What is a 'Hypothesis'? Discuss the procedure of testing a hypothesis. **6**
- Q.4 i. What do you mean by reliability and validity in research? **4**  
 ii. Discuss the methods of primary data collection in research. **6**  
 OR iii. Describe the guidelines for constructing a questionnaire. **6**
- Q.5 i. What is sampling? Explain importance of sampling in research. **4**  
 ii. Discuss the different types of probability sampling methods. **6**  
 OR iii. Explain sampling and non-sampling errors. What are the characteristics of a good sample design? **6**
- Q.6 Write short note on any two: **5**  
 i. Types of research reports **5**  
 ii. Parts of research report **5**  
 iii. Research proposal **5**

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**Marking Scheme**  
**CM3SE04/MS3CO14 Research Methodology**

Q.1	i.	The essential qualities of a researcher are:	<b>1</b>
		(d) All of these	
	ii.	A teacher encounters various problems during his professional research experiences. He should:	<b>1</b>
		(b) Do research on that problem and find a solution	
	iii.	Review of the relevant literature is done to know:	<b>1</b>
		(d) All of these	
	iv.	Which of the following is the first step in starting the research process?	<b>1</b>
		(c) Identification of the problem	
	v.	Which of the following is NOT a data collection method?	<b>1</b>
		(a) Research design	
	vi.	Which of the following steps are required to design a questionnaire?	<b>1</b>
		(d) All of these	
	vii.	Sampling is advantageous as it _____.	<b>1</b>
		(d) Both (a) and (b)	
	viii.	A researcher selects only 10 members as a sample from the total population of 5000 and considers it good because:	<b>1</b>
		(c) The population was homogeneous	
	ix.	Bibliography given in a research report:	<b>1</b>
		(c) Both (a) and (b)	
	x.	Citation means that a particular paper has been:	<b>1</b>
		(c) Quoted in another paper by another author	
Q.2	i.	Importance of research in managerial decision making.	<b>4</b>
		Any four importance 1 mark for each (1 mark * 4)	
	ii.	Any six characteristics of good research.	<b>6</b>
		1 mark for each (1 mark * 6)	
OR	iii.	Types of research	<b>6</b>
		Major applications of research	
Q.3	i.	Type I error in hypothesis testing	<b>4</b>
		Type II error in hypothesis testing	

	ii.	Research design	2 marks	<b>6</b>
		Exploratory research design	2 marks	
		Causal research design.	2 marks	
OR	iii.	Hypothesis	2 marks	<b>6</b>
		Procedure of testing a hypothesis	4 marks	
Q.4	i.	Reliability	2 marks	<b>4</b>
		Validity in research	2 marks	
	ii.	Any six methods of primary data collection in research	<b>6</b>	
		1 mark for each method (1 mark * 6)		
OR	iii.	Any six guidelines for constructing a questionnaire	<b>6</b>	<b>6</b>
		1 mark for each guidelines (1 mark * 6)		
Q.5	i.	Sampling	1 mark	<b>4</b>
		Importance of sampling in research	3 marks	
	ii.	Any four types of probability sampling methods	<b>6</b>	
		1.5 marks for each (1.5 marks * 4)		
OR	iii.	Sampling errors	1.5 marks	<b>6</b>
		Non-sampling errors	1.5 marks	
		Characteristics of a good sample design	3 marks	
Q.6		Write short note on any two:		<b>5</b>
	i.	Any two types of research reports	<b>5</b>	
		2.5 marks for each (2.5 marks * 2)		
	ii.	Parts of research report	<b>5</b>	
		Preliminary pages	1.5 marks	
		Main text	2 marks	
		Matter	1.5 marks	
	iii.	Research proposal	<b>5</b>	

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