



**II Semester M.Com. Degree Examination, August/September 2025
(CBCS Scheme) (2020 – 21)
COMMERCE**

Paper – 2.3 : Advanced Research Methodology

Time : 3 Hours

Max. Marks : 70

SECTION – A

Answer any seven out of ten. Each question carries two marks.

(7×2=14)

1. a) What is theory in research ?
- b) Mention any two criteria of good research.
- c) Define standard error of estimate in the context of regression analysis.
- d) Define dependent and independent variables.
- e) Write the meaning of validity in research.
- f) Give two examples of qualitative data collection methods.
- g) What is sample error ?
- h) What is meant by testing of hypothesis ?
- i) Define chi-square test.
- j) Mention any two features of report writing.

SECTION – B

Answer any four questions out of six. Each question carries five marks. (4×5=20)

2. Explain the concept of Empiricism and Inductive theory.
3. What are the components of a good research problem ?
4. Differentiate between qualitative and quantitative research designs.
5. Discuss the process of classification and tabulation of data.
6. Explain the steps in testing a hypothesis.
7. Briefly discuss the role of Zotero or Mendeley in reference management.



SECTION – C

Answer **any two** questions out of four. **Each** question carries **twelve** marks. **(2x12=24)**

8. Explain the research process from problem identification to hypothesis formulation. Discuss the importance of each step of a research study.
9. Explain the process of literature review and the importance of note-taking.
10. A company wants to determine whether product preference is independent of gender and product difference. A survey of 200 individuals shows the following :

Gender	Product A	Product B	Product C	Total
Male	40	30	20	90
Female	30	50	30	110
Total	70	80	50	200

Use Chi-square test, determine whether product preference is independent of gender and product difference at 5% level of significance.

11. A bank collected customer satisfaction scores from three different branches. The scores are :

Branch A : 82, 85, 88, 84, 87

Branch B : 79, 78, 80, 77, 76

Branch C : 90, 91, 89, 88, 92

Test at 5% level of significance whether there is a difference in customer satisfaction among the branches using One-Way ANOVA.

SECTION – D

12. Answer the following question. **(1x12=12)**

Create a research design outline for a study on “impact of social media on academic performance of postgraduate students.” Include research objectives, methods, sampling design and data collection tools.