

II Semester M.Com. Examination, November/December 2023

(CBCS) (2020 – 21)

COMMERCE

Paper – 2.3 : Advanced Research Methodology

Time : 3 Hours.

Max. Marks : 70

SECTION – A



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

(7×2=14)

- Define business research.
- What is Deductive Theory ?
- Give the meaning of degree of freedom.
- What is meant by note taking ?
- Give the purpose of Review of literature.
- What is sample size ?
- Distinguish between Probability and Non probability sampling.
- What is meant by pilot study ?
- Give the meaning of Hypothesis.
- Expand ANOVA and SPSS.

SECTION – B

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

- Explain the steps in testing of hypothesis.
- Differentiate between nominal and ratio scale.
- What is a research proposal ? Explain its contents.
- Explain the problems encountered by researchers in India.
- Explain the tests of sound measurement.

7. The mean produce of wheat of a sample of 100 fields is 200 lbs. per acre with a standard deviation of 10 lbs. Another sample of 150 fields gives the mean of 220 lbs. with a standard deviation of 12 lbs. Can the two samples be considered to have been taken from the same population whose standard deviation is 11 lbs ? Use 5 per cent level of significance.

## SECTION – C

Answer any two questions out of four. Each question carries twelve marks.

(2×12=24)

8. What is Research ? Briefly explain the different types of research.
9. What is sampling design ? Explain the various methods of sampling in research.
10. Raju Restaurant near the railway station at Bengaluru has been having average sales of 500 tea cups per day. Because of the development of bus stand nearby, it expects to increase its sales. During the first 12 days after the start of the bus stand, the daily sales were as under :

560, 580, 490, 615, 505, 580, 570, 460, 600, 580, 530, 536

On the basis of this sample information, can one conclude that Raju Restaurant's sales have increased ? Use 5 per cent level of significance.

11. Write a short note on :
- Tabulation
  - Type I and Type II Errors
  - Research Gap Identification
  - Multivariate Data Analysis.

## SECTION – D

Compulsory skill based question on subject.

(1×12=12)

12. Prepare a questionnaire on Customer Satisfaction towards purchase of products from Flipkart.
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