



PG – 1313

II Semester M.Com. Degree Examination, October/November 2024
(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)
- Mention two objectives of research.
 - Name two software tools used for plagiarism detection.
 - Write any four criteria for good research.
 - Define the term research gap.
 - What is a nominal scale ?
 - Define fieldwork validation in data processing.
 - What is a sampling frame ?
 - State the level of significance in hypothesis testing.
 - What is the difference between a sample and a census ?
 - Give the meaning of parametric test.

SECTION – B

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

- Discuss in detail the ethical issues in research and their impact on research quality.
- Explain the meaning and types of variables in research.
- What is the role of literature review in research ? Explain the need and purpose.
- Explain the process of coding and classification in data processing.
- What are Type I and Type II errors in hypothesis testing ? Give examples.
- What is the role of econometric models in business research ?

P.T.O.



SECTION – C

Answer any two questions out of four. Each question carries twelve marks. (2×12=24)

8. Discuss the process of conducting research from problem identification to report writing.
9. Explain the meaning, need and importance of research design, highlighting the different types of research designs and their uses.
10. The following table gives the number of good and bad parts produced by each of the three shifts in a factory :

Shift	Good	Bad	Total
Day	900	130	1030
Evening	700	170	870
Night	400	200	600
Total	2000	500	2500

Is there any association between the shift and the quality of parts produced ?

11. XYZ Pvt. Ltd., appointed four salesmen A, B, C and D. After the appointment it has observed their sales in three seasons : summer, winter and monsoon. The figures (in lakhs) are given in the following table. Perform Anova and check whether there is any significant difference between sales of salesmen or between sales during different season at 5% level of significance.

Season/Salesmen	A	B	C	D	Total
Summer	36	36	21	35	128
Winter	28	2	31	32	120
Monsoon	26	28	29	29	112
Total	90	93	81	96	360

SECTION – D

Compulsory skill based question on subject. (1×12=12)

12. Select any one research problem from a given topics. Define the problem, identify the research gap, and create an imaginary research design outlining the variables, sample design and type of research (qualitative, quantitative or mixed) that would be suitable for solving the problem.
 - Impact of Social Media Marketing on Consumer Buying Behavior.
 - The influence of Artificial Intelligence (AI) on Decision-Making in Business.
 - Cyber security Threats and Consumer Trust in Online Transactions.
