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. (2×12=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. (1×12=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.