QP Code: P25C025

Reg. No : .....
Name : .....

ST MARY'S COLLEGE (AUTONOMOUS), THRISSUR-20

III SEMESTER (CBCSS - PG) DEGREE EXAMINATIONS, OCTOBER 2025
M. Com.
MCM3C13 : RESEARCH METHODOLOGY
2024 Admission Onwards

Time: 3 Hours **Maximum Weightage: 30**

Part A

*Short answer type questions. Answer **any four** . Weightage **2** for each.*
(4x2 = 8 Weightage)

1. Briefly explain different types of research.
2. What are the main objectives of research in management studies?
3. Define sampling.
4. What is primary data?
5. What is meant by observation method?
6. What is plagiarism?
7. How does reliability testing improve research accuracy?

Part B

*Short essay-type questions. Answer **any four**. Weightage **3** for each.*
(4x3 = 12 Weightage)

8. Explain the significance of literature survey in research.
9. Discuss the importance of sampling in research.
10. Explain the different types of research design.
11. Distinguish between Questionnaire & interview schedule.
12. Explain different documentation styles used in research.
13. Why is measurement error unavoidable in social science research?
14. Explain ANOVA and its applications.

Turn Over

Part C

*Essay-type questions. Answer **any two**. Weightage **5** for each.*
(2x5 = 10 Weightage)

15. Explain the importance of graphical representation of data in research. Discuss the different types of graphs and diagrams used.

16. Explain the different types of scales in measurement.

17. "The case study involves certain steps".What are the steps in case study?

18. "A research report should follow a number of stages".Explain.

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