

THIRD SEMESTER M.Com. DEGREE EXAMINATION, DECEMBER 2016
(CUCSS)

MC 3C 12—RESEARCH METHODOLOGY FOR COMMERCE
(2010 Admissions)

Time : Three Hours

Maximum : 36 Weightage

I. Answer *all* questions. Each question carries 1 weightage.

- 1 What do you mean by applied research ?
- 2 List out the purpose of review of literature.
- 3 Define the term "Null Hypotheses".
- 4 Write two examples for secondary data.
- 5 What do you mean by the term "validity" ?
- 6 What is the importance of footnotes ?

(6 x 1 = 6 weightage)

II. Answer any *six* questions. Each question carries 3 weightage.

- 1 Distinguish between action research and case studies.
- 2 What is the significance of business research ?
- 3 Briefly explain the nature of cross-sectional studies.
- 4 Explain the nominal scale with suitable examples.
- 5 What are the limitations of telephone interviews ?
- 6 Write a short note on semantic differential scales.
- 7 Explain unrestricted sampling in business research.
- 8 Explain the importance of conjoint analysis.

(6 x 3 = 18 weightage)

III. Answer any *two* Questions. Each question carries 6 weightage.

- 1 Explain major data collection methods used in business research.
- 2 What do you mean by sampling ? Discuss about different probability sampling techniques in social science research.
- 3 Bharat Mobile is a mobile network operator headquartered in New Delhi. The company has enlisted your help as a consultant to develop and test a model on the determinants of subscriber churn in the Indian mobile telephone market. In the scenario develop a sampling plan and pay specific attention to the following aspects :
 - (a) Define the target market.
 - (b) Discuss the sampling frame and the sampling design that you would use.

(2 x 6 = 12 weightage)