C. ABDUL HAKEEM COLLEGE (AUTONOMOUS),
MELVISHARAM - 632 509.
SEMESTER EXAMINATIONS, NOVEMBER - 2018

M.COM., COMMERCE   **SEMESTER III**

P15MCM304 – RESEARCH METHODOLOGY

Time: Three Hours   Maximum: 75 Marks

SECTION - A (5 X 6 = 30 Marks)

Answer **ALL** Questions.

1. a) Define Research. What are its characteristics?

(Or)

b) Mention the steps involved in formulation of research problem.

2. a) State the merits and demerits of sampling.

(Or)

b) What are the various sources of secondary data?

3. a) What do you understand by editing and coding? Explain.

(Or)

b) What is tabulation? Explain the essential parts of a tabulation.

4. a) Calculate Karl Pearson's coefficient of correlation from the following data and interpret its value:

Roll No. of Students:	1	2	3	4	5
Marks in Accountancy:	48	35	17	23	47
Marks in Statistics:	45	20	40	25	45

(Or)

b) A research company summarized advertising expenditure and sales results as follows:

	Adv. Exp. (Rs. in crore)	Sales (Rs. in crore)
Mean	20	120
S.D.	5	25
r		0.8

Solve two regression equations.

5. a) Mention the various components of a report.

(Or)

b) Explain the important types of report.

SECTION - B (3 X 15=45 Marks)

Answer **ANY THREE** Questions

6. Describe the steps involved in research process.

7. Discuss the various methods of sampling.

8. Briefly explain the various types of diagrammatic representation of data in research.

9. The following figures related to the number of units sold in five different areas by four salesmen:

Area	Number of units			
	A	B	C	D
1	80	100	95	70
2	82	110	90	75
3	88	105	100	82
4	85	115	105	88
5	75	90	80	65

Is there a significant difference in the efficiency of these salesmen?
(The value of Fo.05 for v1 = 3, v3 = 16 is 3.24)

10. Enumerate the essentials of a good research report.

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