



nagarjuna Degree College
38/36, Ramagondanahalli,
Yelahanka Hobli.
Bengaluru - 560 064.

72563

Reg. No.

--	--	--	--	--	--	--	--	--	--

II Semester M.Com. Degree Examination, November - 2022

COMMERCE

Advanced Research Methodology

(CBCS New Scheme)

Paper : 2.3

Time : 3 Hours

Maximum Marks : 70

SECTION - A

Answer any Seven questions out of Ten. Each question carries Two marks (7×2=14)

1. a) Define Research.
- b) What do you mean by falsification.
- c) State the objectives of the literature review.
- d) What do you mean by research problem?
- e) Differentiate between validity and reliability.
- f) Mention any 2 sources of secondary data.
- g) What do you mean by sampling frame? Give example.
- h) What is type II error?
- i) Differentiate between bibliography and reference.
- j) What do you mean by parameter?

SECTION - B

Answer any Four questions out of Six. Each question carries Five marks.

(4×5=20)

2. What are the characteristics of Good Research?
3. Explain different types of variables under research.
4. Describe the different types of primary data collection tools.
5. Explain the steps involved in the process of determination of sample size.
6. In a sample study of 64 students are obtained mean 106, standard deviation 20, level of significance 0.05 and $H_0: \mu = 100$. Test the null hypothesis?
7. What should be the ideal structure of research report?

[P.T.O.]

**SECTION - C**

Answer any Two questions out of Four. Each question carries Twelve marks.

(2×12=24)

8. How are research design is classified? What are the distinguishing features of each classification? Give appropriate example
9. Discuss the four key levels of measurements with examples, and what mathematical operation/statistical techniques can be applied for each type of scale.
10. Explain the different kinds of probability sampling techniques with suitable examples.
11. The following table presents the number of defective pieces produced by three workmen operating in turn on three different machines:

	Machine 1	Machine 2	Machine 3
Workman 1	27	34	23
Workman 2	29	32	25
Workman 3	22	30	22

Conduct a two-way ANOVA to test at 5% level of significance, whether:

- i) The difference among the means obtained for the three workmen can be attributed to chance
- ii) The difference among the means obtained for the three machines can be attributed to chance

SECTION - D

Answer the following Compulsory question

(1×12=12)

12. A research was undertaken to ascertain the attitude of the Delhi shopper towards the mall shopping experience. For the study, the researcher identified the following research objectives:
 - To understand the typical Delhites shopping behavior
 - To understand the parameters that influence his/her selection of a mall
 - To understand the respondents spending pattern in a mall
 - To understand consumer awareness about specific malls in Delhi/NCR



(3)

72563

- To understand the consumer's evaluation and satisfaction with respect to the malls that he/she has shopped in
- To adequately profile the typical Delhi mall shopper

Design the questionnaire for the above stated objective of the study
