



K23P 0516

Reg. No. :

Name :

II Semester M.Com. Degree (C.B.S.S. – Reg./Supple./Imp.)
Examination, April 2023
(2019 Admission Onwards)
COM 2C07 : RESEARCH METHODOLOGY AND COMPUTER
APPLICATIONS

Time : 3 Hours

Max. Marks : 60

SECTION – A

Answer **any four** questions in this Section. **Each** question carries **1** mark for Part (a), **3** marks for Part (b) and **5** marks for Part (c).

1. a) Define 'Social Science Research'.
 b) The standard deviation of two samples of sizes 10 and 14 from two normal populations are 3.5 and 3 respectively. Examine whether the standard deviations of the populations are equal.
 c) Distinguish between Qualitative Research and Quantitative Research.
2. a) State any two distinctions between the Null Hypothesis and the Alternative Hypothesis.
 b) State the purpose of the Literature Review in Research.
 c) What must be the requisites for a good Research Report ? Explain.
3. a) What are 'Extraneous Variables' ?
 b) Discuss the scope of conducting experiments in social science research with an example.
 c) "Researchers often comment that Schedules are more advantageous over Questionnaires". Do you agree ? Evaluate.
4. a) Define 'Research Design'.
 b) List out the important components of a Research proposal.
 c) Distinguish between the Census method and the Sample survey method of sampling.

P.T.O.

K23P 0516

-2-



5. a) What are 'Cloned Journals' ?
 b) "Recently Research ethics has been mandated by UGC in all institutions". Why ?
 c) Distinguish between Primary Data and Secondary data sources.
6. a) What is meant by 'Snowball Sampling' ?
 b) What precautions need to be taken while using secondary data ?
 c) Define 'Hypothesis'. Narrate the steps in formulating a Research Hypothesis. (4×9=36)

SECTION – B

Answer **any two** questions in this Section. **Each** question carries **12** marks.

7. a) How do you construct a good questionnaire, keeping in mind its good qualities ? Elaborate on this by drafting a questionnaire for the topic :
"Impact of Celebrity Endorsement on purchase behaviour of consumers in Kannur District".

OR

- b) Given the following data relating to social status and state of intelligence. Test whether intelligence is related to social status.

	Dull	Average	Brilliant	Total
Lower Middle	22	35	23	80
Middle	38	70	32	140
Upper Middle	60	20	20	100
Total	120	125	75	320

8. a) "Today researchers have been facing various challenges and opportunities in the name of research". Do you agree ? Evaluate this statement. Examine the qualities needed for a good researcher.

OR