END TERM EXAMINATION

FOURTH SEMESTER [B. COM(HONS.)] MAY-JUNE 2019

Paper Code: B.COM-214	**Subject: Research Methodology**
Time: 3 Hours	**Maximum Marks: 75**

Note: Attempt any five questions. All questions carry equal marks.

Q1 What is of more value to the corporate world-basic, fundamental, or applied research? Justify your reasoning.

Q2 What is research hypothesis? Do all researches require hypotheses formulation? Also explain the process of hypothesis testing.

Q3 Distinguish between secondary and primary methods of data collection. Is it possible to use secondary data methods as substitutes of primary methods? Justify your answer with suitable illustrations.

Q4 Distinguish between:

(a) Focus group discussions and personal interviews
(b) Personal and mechanical observation methods
(c) Completion and construction techniques

Q5 Indicate the type of measurement scale you would use for each of the following characteristics. Why did you choose the scale you did? Develop the appropriate question for each characteristic and the scale chosen.

(a) Colour of a dishwasher
(b) Age of a TV
(c) Occupation
(d) Brand loyalty
(e) Readership of a newspaper
(f) Intention to purchase a TV

Q6 What is the significance of sample selection in research? Explain the factors which should be considered while selecting a sample for research.

Q7 Discuss in detail the steps that a researcher needs to follow to formulate a good research report. Do the criteria become different for different kinds of reports? Explain with examples.

Q8 Explain the following:

(a) JEL Classification
(b) Importance of Statistical Software in Research
(c) Assumptions of ANOVA
(d) Difference between Parametric and Non-parametric test
(e) Longitudinal Studies.

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