RCO-001

MASTER OF PHILOSOPHY/DOCTOR OF PHILOSOPHY IN COMMERCE (MPHILCOM/PHDCOM)

Term-End Examination

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December, 2017

RCO-001 : RESEARCH METHODOLOGY

Time : 3 hours *Maximum Marks : 100*

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

1. What do you mean by Research Methodology ? Explain the major components of research methodology. *5+15*

2. How is Survey method different from Case Study method ? Evaluate their relative importance in business research. *10+10*

3. Explain how you will select a research topic. Select a research topic of your choice, formulate its objectives and hypothesis. *10+10*

4. (a) Distinguish between Primary data and Secondary data. What precautions would you take while using data from secondary sources ?

(b) What steps would you take to make the sample useful to your research ? How is the reliability of a sample measured ?   *10+10*

5. (a) Explain the need and significance of visual presentation of data in research.

   (b) Explain briefly, the components of time series. Why do we analyse a time series ? *10+10*

6. (a) Explain the procedure involved in fitting binomial distribution and Poisson distribution.

   (b) Why do we study Probability ? Explain its significance and relevance in business research.   *10+10*

7. (a) What precautions would you take while interpreting the data ? Illustrate the types of mistakes that occur in interpretation.

   (b) What are the software packages available for analysing data ? Discuss their usefulness.   *10+10*

8. Write short notes on the following :   *4×5=20*
   (a) Resource Mapping
   (b) t-test
   (c) Literature Survey
   (d) Report Writing