

**MASTER OF PHILOSOPHY/DOCTOR OF
PHILOSOPHY IN COMMERCE**

Term-End Examination

00163

December, 2018

RCO-011 : RESEARCH METHODOLOGY

Time : 3 hours

Maximum Marks : 100

*Note : Attempt any **five** questions. Each questions carries equal marks.*

1. "Research design in exploratory studies must be flexible but in descriptive studies, it must minimize bias and maximize reliability." Discuss. 20
2. (a) Differentiate between ranking scales and rating scales. Which one of these scales is better for measuring attitudes ?
(b) Explain the significance of research in the functional areas of business. 10+10
3. (a) Distinguish between Estimation and Testing of hypothesis. Explain the procedure for testing a hypothesis.
(b) Discuss the sources of sampling and non-sampling errors. 10+10

4. Write short notes on the following : 4×5=20
- (a) Observation Method of Data Collection
 - (b) Probability Distribution
 - (c) Association of Attributes
 - (d) Construction of Indices
5. (a) How would you distinguish between a t-test for independent sample and a paired t-test ?
- (b) Discuss with examples various methods of non-probability sampling techniques. 10+10
6. What are the pre-requisites for interpretation ? Explain the main sources of errors in interpretation. 20
7. What do you mean by a research report ? What are the characteristics of a good report ? Explain the structure of a research report. 20
8. What are the different computer softwares used in social research ? How are these softwares used in research ? Explain with examples. 20
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