

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

**Term-End Examination**

**June, 2018**

**RCO-001 : RESEARCH METHODOLOGY**

*Time : 3 hours*

*Maximum Marks : 100*

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

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1. (a) Discuss the significance of research in business.
  - (b) Discuss the possibilities and limitations of application of scientific research methods in business research. 10, 10
  2. Explain the probability and non-probability sampling methods with their advantages and limitations. 20
  3. (a) State the components of a research design and draw a brief research design for your proposed research problem.

- (b) Discuss the role of normal distribution in interval estimation and also in testing the hypothesis. 10, 10
4. (a) What is Bayes' theorem ? Discuss its use in probability with examples.
- (b) Discuss the utility of chi-square test and explain the conditions for applying the test. 10, 10
5. (a) How do you select an appropriate scaling technique for a research study ? Explain the issues involved in it.
- (b) Describe a situation where you can apply t-distribution. What are the points to be considered for applying t-test ? 10, 10
6. (a) Explain the procedure for testing a hypothesis. What are the types of errors we commit while testing ? Discuss.
- (b) Explain the use of index numbers for analysing the data and the issues involved in construction of an index number. 10, 10
7. (a) What do you mean by 'generalisation' ? Explain the methods of generalisation.
- (b) What are the stages in the preparation of a research report ? State the characteristics of a good report. 10, 10

**8. Write short notes on the following :**

**4×5=20**

- (a) Statistical Fallacies**
  - (b) Descriptive Statistics**
  - (c) Research Plan**
  - (d) Sources of Errors in Interpretation.**
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