

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

Term-End Examination

00385

June, 2015

RCO-001 : RESEARCH METHODOLOGY

Time : 3 hours

Maximum Marks : 100

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

1. (a) What do you mean by research ? Explain the significance and difficulties of Business Research.
- (b) What is Survey Research ? How is it different from Observation Research ? 10+10
2. Explain the different methods of research relevant to business studies. What method would you choose for your proposed research topic ? Justify. 15+5
3. What do you mean by sample design ? What points should be taken into consideration by a researcher in developing a sample design for one's research topic ? Explain. 5+15
4. (a) What are the requisites of a good statistical table ? Prepare a blank table showing the age, gender and literacy of the population in a city.
- (b) What is meant by hypothesis ? Explain the criterion for a workable hypothesis. 10+10

5. How will you differentiate between descriptive statistics and inferential statistics ? Describe the important statistical measures often used to summarize the survey research data. 12+8
6. (a) "Processing of data implies editing, coding, classification and tabulation." Describe in brief pointing out the significance of each in the context of the research study.
- (b) What precautions would you take while using the data from secondary sources ? 15+5
7. (a) Explain the usefulness of software packages and commercial databases in business research.
- (b) What are the different stages in preparation of a research report (thesis) ? Discuss briefly. 10+10
8. Write short notes on the following : 5+5+5+5
- (a) Bibliography and footnotes
- (b) Interpretation of research data
- (c) Pilot study and pre-testing
- (d) Model building
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