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RCO-11

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

[M. Phil. (COM)/Ph. D. (COM)]

Term-End Examination

December, 2023

RCO-11 : RESEARCH METHODOLOGY

Time : 3 Hours

Maximum Marks : 100

Note : Answer any *five* questions.

1. One of the first step of the researchers is to go the library to read books and other materials pertaining to his/her own field of interest to formulate a research problem. Elucidate the importance of review of literature in research.

20

2. What is Chi-square test ? Explain its significance in statistical analysis of any research problem.

5+15

P. T. O.

3. What is the process of sampling ? Explain probability sampling methods. Give examples.

10+10

4. Write short notes on any *four* of the following :

4×5=20

- (a) Likert scale
- (b) Preparing data for analysis
- (c) Use of statistical software SPSS
- (d) Layout of Research Report
- (e) Referencing in academic writing

5. Briefly comment on any *four* of the following :

4×5=20

- (a) Tabulation is the process of summarizing raw data and displaying the same in compact form for further analysis.
- (b) Sharing information about a respondent with others for purposes other than research is unethical.
- (c) Open-ended questions allow respondents to answer in their own words.
- (d) The zero point of a ratio scale is fixed, which means it has a fixed starting point.
- (e) Research is extensively used everywhere in business for planning, forecasting and decision-making.

6. Where do you provide a step-by-step account of what the researcher and participants did during the research study ? Explain with the help of an example. 20
7. (a) Explain the process involved in questionnaire designing. 10
- (b) Differentiate between Exploratory and Descriptive Research Design. 10
8. Distinguish between any *four* of the following :
4×5=20
- (a) Methods and Methodology
- (b) Applied and Pure Research
- (c) Privacy Control and Quality Control
- (d) Inferential and Experimental Research Design
- (e) Cross-functional research and Ex-post facto research