

No. of Printed Pages : 3

RCO-011

**DOCTOR OF PHILOSOPHY
COMMERCE
(Ph. D. COMMERCE)**

Term-End Examination

June, 2024

RCO-011 : RESEARCH METHODOLOGY

Time : 3 Hours

Maximum Marks : 100

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

1. (a) Discuss various types of research approaches used. 10
- (b) What is the significance of coefficient of correlation ? Explain *two* situations when this tool of analysis can be used in research. 10
2. (a) Explain the usefulness of Paired Comparison Scale and Likert Scale in business research with suitable examples. 10
- (b) Discuss the process of formulation of Hypothesis with examples. 10

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3. Explain the concept of Regression and discuss its utility in business research. Discuss the application of Regression in Business Research. 15+5
4. (a) What are the essentials of a good questionnaire ? Formulate of questionnaire for conducting a study a understand, consumer behaviour towards Soft drinks. 10
- (b) What do you understand by factor analysis and what is the importance of factor analysis in research ? Explain. 10
5. Write short notes on any *four* of the following : 5×4=20
- (a) Exploratory Research
- (b) Interpretation of data
- (c) Snowball Sampling
- (d) Subjective probability
- (e) Type I and Type II errors
6. (a) Explain the techniques of Interview in detail as one of the method of data collection. 10
- (b) Discuss the essential steps in research report writing. 10

7. (a) What is 'Research Design' ? Discuss various factors to be taken into account while choosing a research design in respect of your research study. 3+7
- (b) "The null hypothesis of a test always predicts no effect or no relationship between variables, while the alternative hypothesis states your research prediction of an effect or relationship." Elucidate the statement with the help of suitable example. 10
8. Calculate the Coefficient of Variation from the following data : 20

Life (in hrs.)	Number of Bulbs (<i>f</i>)
0—50	15
50—100	20
100—150	18
150—200	25
200—250	22