

Ph. D. IN COMMERCE (PHDCOM)

Term-End Examination

December, 2024

RCO-11 : RESEARCH METHODOLOGY

Time : 3 Hours

Maximum Marks : 100

Note : (i) Answer any **five** questions.

(ii) Each question carries equal marks.

1. (a) Discuss the various methods of research with examples. 10
- (b) What is Sampling ? How to determine the sample size ? Explain with example. 10
2. (a) Explain the types of research models with examples. 10
- (b) What are the various types of data presentation tools ? Explain them in brief. 10
3. (a) Discuss the utility and problems of mailed questionnaires. 10

- (b) What is the validity of instrument ? How is validity different from reliability ? Explain with an example. 10
4. Explain the procedure of factor and discriminant function analysis. Also list out the prerequisites of discriminant function analysis. 20
5. What are the different sampling techniques ? Explain them with examples. 20
6. (a) Examine the implications of subjectivity and objectivity in research design. How can you justify the nature of design ? Explain with example. 10
- (b) What are the components of report writing ? Discuss them briefly. 10
7. (a) What are the primary goals of conducting literature reviews in academic research ? Discuss. 10
- (b) Discuss briefly the various scaling techniques often used in Business Research with examples. 10

8. Write notes on any ***two*** of the following : 10+10
- (a) Chi-square test
 - (b) Skewness of data
 - (c) Probability distribution
 - (d) Testing of hypothesis
9. Distinguish between the following : 10+10
- (a) Exploratory *vs.* Causal Research
 - (b) Confidence level and Significance level
 - (c) Correlation *vs.* Regression
 - (d) Stratified sampling *vs.* Cluster sampling

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