



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

M.Com. DEGREE EXAMINATION - COMMERCE

THIRD SEMESTER – NOVEMBER 2011

CO 3804 - RESEARCH METHODOLOGY

Date : 04-11-2011
Time : 9:00 - 12:00

Dept. No.

Max. : 100 Marks

SECTION-A

(Answer *ALL* questions)

(10x2=20)

1. What is the purpose of doing research?
2. What is social phenomenon?
3. Who must suggest a topic for research?
4. State the uses of hypothesis in research.
5. What is operational design?
6. What is meant by pantry audit?
7. What do you understand by controlled observation?
8. What is the use of index in research?
9. What are the details normally found in a clinical report?
10. What are non-parametric tests?

SECTION-B

(Answer any *FIVE* Questions)

(5x8=40)

11. Briefly explain the various approaches to research?
12. List out and explain the steps to be followed for conducting a successful interview.
13. What is case study? What are the uses of case study approach?
14. Bring out the various scaling methods used in research
15. Differentiate between a 'Research proposition and a Hypothesis'. State the procedure for testing hypothesis.
16. Choose any broader area for research and try to construct the following:
a) Research Title b) Research Problem c) Main objectives.
17. What is technical report? What are contents of technical report?
18. a) What is Chi-square test? What are the conditions to be observed for applying Chi-square Test.?
(3)
b) A manufacturer of readymade garments conducts a market survey to know the choice of brands A, B,C and D of 100 prospective customers. The results show:
A=20, B=30, C=18, D=32
Use Chi-square Test at 5% level of significance to know if customers have any distinct brand preference. (Table Value = 7.85)
(5)

SECTION-C

(Answer any *TWO* Questions)

(2x20=40)

- 19. Discuss in detail the methods of collection of primary and secondary data.
- 20. Enumerate the prerequisites and steps involved in thesis writing.
- 21. A sample of 26 male patients and another 25 female patients suffering from respiratory T.B. is randomly selected. The following table gives the frequency distributions of these samples according to age.

Age	Males(f)	Females(f)
0- 5	1	1
5-15	1	2
15-25	3	4
25-35	2	3
35-45	2	6
45-55	4	4
55-65	6	2
Above 65	7	3
	26	25

Use Kolmogorov-Smimov Test to test the hypothesis that the age distribution of males and females so far as the susceptibility to respiratory T.B.is concerned, is the same. (Table value at 5% significance level is 0.381)
