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63/2 (SEM-3) MCO 302

2021

(held in 2022)

COMMERCE

(Theory Paper)

Paper Code : MCO - 302

(Research Methodology)

Full Marks – 80

Time – Three hours

**The figures in the margin indicate full marks
for the questions.**

1. Choose the correct option : 1×8=8
- (i) Which of the following is considered the first step in starting a research ?
- (a) Review of literature
 - (b) Identification of problem
 - (c) Searching for solution to the problem
 - (d) Developing questionnaire

[Turn over

(ii) Research methodology is _____.

- (a) a way to systematically solve the research problem
- (b) a science of studying how research is done scientifically
- (c) Both (a) and (c)
- (d) None of the above

(iii) The objective of exploratory research is

- (a) developing the working hypotheses from an operational point of view
- (b) describing the nature of a particular phenomenon
- (c) to test the hypothesis of casual relationship between variables
- (d) All of the above

(iv) Which of the following will be accepted when the null hypothesis is rejected ?

- (a) alternative hypothesis
- (b) positive hypothesis
- (c) negative hypothesis
- (d) None of the above

(v) Which of the following is non-probability sampling ?

- (a) Purposive sampling
- (b) Stratified sampling
- (c) Systematic sampling
- (d) Cluster sampling

(vi) A sample is a subset of

- (a) Data
- (b) Distribution
- (c) Population
- (d) Variable

(vii) Which of the following is not a method of data collection ?

- (a) Observation
- (b) Questionnaires
- (c) Experiments
- (d) Interview

(viii) Which of the following is not a secondary data ?

- (a) Book
- (b) Newspaper
- (c) Annual report
- (d) Gathering information through personal interview.

2. Write short notes on : $4 \times 4 = 16$

- (a) Criteria of a good research
- (b) Dependent and independent variable
- (c) Nature of good sample design
- (d) Observation method of data collection.

3. (a) What is case study research ? How are case studies conducted ? Explain. 14

Or

(b) Discuss descriptive research with examples. 14

4. (a) What is research problem ? Discuss the components of research problem. 14

Or

(b) Write a detailed note on exploratory research design. 14

5. (a) Explain and illustrate the stratified sampling technique. 14

Or

(b) Discuss non-probability sampling technique with suitable examples. 14

6. (a) What are the essential elements of a good questionnaire? How does questionnaire differ from schedule ? Discuss. $4+10=14$

Or

(b) What is data processing ? Explain the process involved in data processing. $4+10=14$