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MASTER OF COMMERCE (M.COM.)
EXAMINATION: DECEMBER- 2024
FOURTH SEMESTER

Sub: Research Methodology in Business (MCC-412)

Date: 11/12/2024

Total marks: 100

Time: 02.00pm to 5.00pm

Instruction: 1) All questions are compulsory.

2) Figures to the right indicate full marks.

Q. 1. Answer the following questions. (Attempt any Two) (30)

1. Define research report. What are the various contents of Research report?
2. Define sampling. Explain advantages and limitations of sampling.
3. Define Research. Explain nature and objectives of research.
4. What is Hypothesis? Explain utility and sources of Hypothesis in detail.

Q2 Answer the following questions. (Attempt any three) (30)

1. Define Primary Data. What are the techniques of Primary Data collection?
2. How is the research process carried out?
3. Write down Characteristics of a Good Sample
4. What is Tabulation? What are the types of tables?
5. State importance and limitations of social research.

Q3 Write short notes. (Attempt any five) (40)

1. Secondary Data
2. Types of scale
3. Social research
4. Questionnaire
5. Testing of Hypothesis
6. Nature of research
7. Characteristics of good sample