

MASTER OF COMMERCE (M.COM)
EXAMINATION: DECEMBER - 2025
FOURTH SEMESTER

Sub: Research Methodology in Business (MCC-412)

Date: 27/12/2025

Total marks: 60

Time: 2.00 pm to 4.30 pm

Instruction: 1) All questions are compulsory.

2) Figures to the right indicate full marks.

Q. 1 Answer the following questions. (Attempt any two) **(32)**

1. Define Primary Data .What are the techniques of Primary Data collection?
2. Explain different types of Sampling.
3. Define research report. What are the various contents of Research report?
4. Define Research .Explain characteristic, objectives and importance of Research.

Q. 2 Answer the following questions. (Attempt any two) **(16)**

1. What are the various types of Interview? Explain in brief.
2. Explain coding in detail.
3. What is interpretation of data? What are the techniques of interpretation?
4. What are the sampling techniques?

Q. 3 Write short notes. (Attempt any three) (12)

1. Secondary Data
2. Hypothesis
3. Primary Data
4. Sample
5. Social research
6. Types of scale