

**LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034**

M.Com. DEGREE EXAMINATION – COMMERCE

THIRD SEMESTER – NOVEMBER 2009

**CO 3804 - RESEARCH METHODOLOGY**

Date & Time: 07/11/2009 / 9:00 - 12:00 Dept. No.

Max. : 100 Marks

**SECTION A**

**Answer All Questions:**

**10 x 2 = 20**

1. Define Research
2. What do you mean by Literature Survey?
3. How do you identify the objectivity in Research?
4. Write a note on Secondary Data
5. What do you understand by Telephone Interview?
6. Illustrate the term Pilot Study
7. Give the usefulness of Foot Note
8. When is ordinal scale used?
9. Mention the suitable tests for nominal Data
10. Discuss the steps to calculate Median Test

**SECTION B**

**Answer any five only:**

**5 x 8 = 40**

11. What are the problems encountered by a researcher?
12. Illustrate the contents of research design
13. Discuss the various types of hypotheses.
14. Discuss the main considerations that should be taken into account in the mechanics of thesis writing.
15. What are the sources of secondary data?
16. Discuss the merits of interview as a method of data collection
17. A survey is conducted to test the difference between 2 alternative methods of teaching. A sample of 20 students is selected at random. A standard test is then given to both the groups and the following marks (out of 100) are scored by the 10 students in each group.  
Group A: 40 45 48 46 52 58 72 85 67 73  
Group B: 42 68 45 64 85 78 87 62 84 90  
Test the significance of difference between the performance of the 2 groups by using U test for  $\alpha = 0.05$  (Mann-Whitney Test).
18. Calculate Fisher-Irwin Test

	<i>No. of Pass</i>	<i>No. of Failure</i>	<i>Total</i>
Group A	6	4	10
Group B	8	2	10
	14	6	20

Table value @ 5% = 1.98.

**SECTION C**

**Answer any two only:**

**2 x 20 = 40**

19. Explain the points to be considered in the process of identifying a research problem.
20. Analyze the case study approach to research in detail.
21. Elit Tea Store has shops at three locations in the city. The owner keeps a daily record for each location for the number of customers who actually make a purchase. A sample of those data follows. Using the Kruskal-Wallis test, Can you say at 5% level of significance that the shops have the same number of customers who buy? CTV = 5.911

<i>Location A</i>	<i>Location B</i>	<i>Location C</i>
99	83	89
64	102	98
101	125	56
85	61	105
79	91	87
88	96	90
97	94	87
95	89	101
90	93	76
100	75	89

22. The observed cumulative frequencies  $F_o$  corresponding to given values of  $X$  (upper class boundaries) in a sampling experiment, are shown in the following table. The theoretical cumulative frequencies  $F_e$  from a certain normal population are also given:

<i>Upper Class Boundary (X)</i>	$F_o$	$F_e$
20.5	2	0.6
22.5	9	4.5
24.5	24	20.9
26.5	73	68.5
28.5	162	161.7
30.5	300	287.6
32.5	402	401.4
34.5	469	471.5
36.5	505	500.8
38.5	510	509.2
40.5	511	511.0

