

2025

## COMMERCE

Course No. : CM704C

## ( Research Methodology )

Full Marks : 60

Time : 3 hours

*The questions are of equal value**The figures in the margin indicate full marks for the questions*

Answer all questions

1. a) What do you mean by Research? Explain its significance in modern times. 12

*Or*

- b)- "Research is a movement from unknown to known." Explain with a suitable example and briefly explain the significance of research. 6+6

2. a) Discuss the various sampling techniques used in the social science research. 12

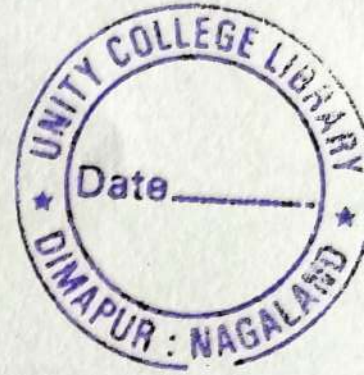
*Or*

- b) What do you mean by research problem? Discuss the steps normally followed in formulation of research problem. 4+8

3. a) Explain the meaning of the following in the context of Research Design (any two) 6+6
- i) Research hypothesis
  - ii) Sampling design
  - iii) Features of a good research design

*Or*

( Turn Over )





- b) Examine the merits and limitations of the observation method in collecting data and other materials for research. Illustrate your answer with an example. 12

4. a) What is a hypothesis? Discuss the procedure to follow by the researcher in testing the hypotheses in business research. 4+8

*Or*

- b) Why tabulation is considered essential in a research study? Narrate the characteristics of a good table with example. 6+6

5. a) Explain the significance of a research report and discuss the precautions to be taken for writing the research report. 6+6

*Or*

- b) Prepare a questionnaire to seek opinion on Customer Satisfaction towards the purchase of Skin care products from Amazon. 12

★ ★ ★