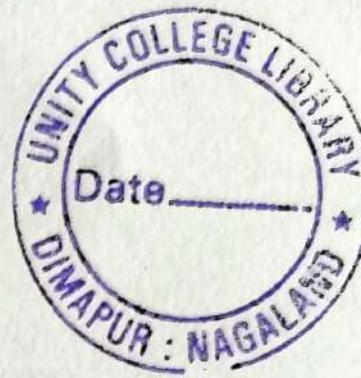


2025
COMMERCE

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

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

★ ★ ★