



2025

COMMERCE

Course No. : COM301C

(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) How would you classify research? Clearly point out the differences between an experiment and a survey. 4+8

Or

b) Define research hypotheses. Discuss the sources from where hypotheses can be derived. Explain how hypothesis can be formulated. 4+4+4

2. a) What do you understand by research design? Explain in detail the exploratory research design. 4+8

Or

b) Enumerate the different methods of collecting primary data along with their relative merits and demerits. 12

3. a) What do you mean by qualitative research? Discuss in detail survey method of data collection used in qualitative research. 4+8

Or

b) Discuss the four types of measurement scales. Explain the criteria of goodness of a measurement scale. 8+4

4. a) Why is a sample survey preferred to a census enquiry? Describe the various steps involved in the sampling process. 5+7

Or

b) What is data processing? Discuss the steps involved in processing of data. 3+9

5. a) Distinguish between parametric tests and non-parametric tests. Discuss the various steps involved in hypothesis testing. 6+6

Or

b) Explain the significance of a research report and narrate the various steps involved in writing such a report. 6+6

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