Reg. No. : ....

Name : ....

Second Semester M.Com. Degree (CBSS – Supple. (One Time Mercy Chance)/Imp.) Examination, April 2024
(2014 to 2022 Admissions)
COM2C07 : RESEARCH METHODOLOGY AND COMPUTER APPLICATION

Time : 3 Hours

Max. Marks : 60

SECTION – A

Answer **any four** questions in this Section. **Each** question carries **1** mark for Part **(a)**, **3** marks for Part **(b)** and **5** marks for Part **(c)**.

1. a) Define sampling.

   b) Briefly explain the application of two-way ANOVA.

   c) Explain the various types of research.

2. a) What do you mean by APA style of referencing ?

   b) Distinguish between parameter and statistic.

   c) Explain the various methods of collecting data from the respondents.

3. a) Enumerate the various computer packages for analysis of data.

   b) Distinguish between null and alternative hypothesis.

   c) Explain the characteristics of a good sample design.

4. a) What is a foot note ?

   b) Distinguish between primary data and secondary data.

   c) Explain the three principles of experimental designs.

5. a) How SPSS is useful in social science research ?

   b) What are the objectives of research ?

   c) Explain the qualities of a good research report.

P.T.O.

6. a) What is a Chi-square test ? Point out its application.

   b) Distinguish between cluster and stratified sampling.

   c) The manager of an ice cream parlour has to take a decision regarding how much of each flavour of ice cream he should stock so that demands of the customers are satisfied. The ice cream supplier claims that among the four most popular flavours, 62 per cent customers prefer vanilla, 18 per cent chocolate, 12 per cent strawberry and 8 per cent mango. A random sample of 200 customers produces the results below. At the $\alpha = 0.05$ significance level, test claim that the percentages given by the supplies are correct.

Flavour	Vanilla	Chocolate	Strawberry	Mango
Number preferring	120	40	18	22

(4×9=36)

SECTION – B

Answer the **two** questions in this Section. **Each** question carries **12** marks.

7. a) What are the steps involved in the preparation of a research report ?

   OR

   b) The measurement of the cholesterol content was performed in three different laboratories. The first value of each sample came from one laboratory, the second value from another laboratory and the third value came from a third laboratory. The data are presented below :

Diet food	Laboratory 1	Laboratory 2	Laboratory 3
Diet food A	3.6	4.1	4.0
Diet food B	3.1	3.2	3.9
Diet food C	3.2	3.5	3.5
Diet food D	3.5	3.8	3.8

Perform a two-way ANOVA using 0.05 level of significance.

8. a) Describe various steps in research.

OR

b) Test whether son's eye colour and father's eye colour are associated with the help of the data given below :

Eye colour of father	Eye colour of son	
	Not light	Light
Not light	230	148
Light	151	471

(2×12=24)

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