



THE QUAIDE MILLETH COLLEGE FOR MEN
(Reaccredited by NAAC)
INTERNAL QUALITY ASSURANCE CELL



P.G. & RESEARCH DEPARTMENT OF COMMERCE

THE QUAIDE MILETH COLLEGE FOR MEN

QUESTION BANK

FOR M.COM THIRD SEMESTER

RESEARCH METHODOLOGY

BY

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P.G & RESEARCH DEPT OF COMMERCE

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RESEARCH METHODOLOGY

Short Answers

1. Define the term research.
2. What is descriptive research?
3. Write a brief note on exploratory style.
4. What are causal designs?
5. State the relationship existing between data and information.
6. Differentiate primary data from secondary data.
7. List the methods of collecting primary data.
8. List the sources of collecting secondary data.
9. Define the term sampling.
10. List the probability sampling methods.
11. List the non- probability sampling methods.
12. What is scaling?
13. Write a note on Likert's scale.
14. What is semantic differential scale?
15. Define the term 'personal interview'.
16. What is a questionnaire?
17. Differentiate open-ended questions from close-ended questions.
18. What is Factor analysis?
19. What is Cluster analysis?
20. What is a research report?
21. List the components of a short report.
22. What is an oral report?

Questions for Part B – 5 Marks

1. Explain the scope of conducting research.
2. Describe the steps involved in conducting research.
3. Discuss the various sampling techniques in detail.
4. Discuss the methods of collecting primary data.
5. Discuss the various sources of collecting secondary data.
6. Describe the merits and demerits of conducting personal interview.
7. Differentiate interview method from questionnaire.
8. Explain the various types of questions used in conducting research.
9. Write short notes on
(a) Conjoint analysis (b) Factor analysis
10. Write short notes on
(a) Cluster analysis (b) Multi discriminant analysis



11. Write short notes on
 - (a) Multiple regression analysis
 - (b) Canonical correlation
12. Describe the precautions of writing a research report.
13. Describe the various types of reports available.
14. Write a note on: 1. Tabulating 2. Coding
15. Write note on: 1) Mean 2) Median
16. Write a note on: 1) Scatter Diagram 2) Trend Analysis.

Essay Type – Part –C – 10 marks

1. What do you mean by Research Methodology? Explain its significance and describe compile the different types of research.
2. Explain the steps in research process with the help of flow chart of the research process.
3. Write a note on pure and applied research.
4. Discuss the different types of Research
5. Define Research Design and explain its importance.
6. Discuss the types of Research Designs.
7. Why is a 'review of literature' included in a research report?
8. What do you mean by research problem? Discuss its importance.
9. Discuss the sources and steps in formulating research problem.
10. Define Hypothesis. Explain its nature and significance.
11. Discuss the types of Hypothesis
12. What are the sources of Hypothesis?
13. What are the characteristics of good Hypothesis?
14. Discuss the process of Hypotheses testing.
15. What is mean by sampling? Discuss the characteristics of good sample.
16. Discuss the methods of sampling.
17. What are the advantage and limitations of sampling?
18. What is meant by Sampling? Critically examine the various types of sampling techniques.
19. Explain Sample Design. What points should be consider while developing sample Design?
20. Explain different types of questions
21. What are the techniques of Data Collection?
22. Discuss techniques of primary data collection.
23. How can the appropriateness of a method of data collection be determined? State the various sources of collecting data.
24. Explain in detail the various sources of collecting Primary and Secondary data.
25. Discuss the steps in data processing.
26. Explain the significance of data processing. Discuss the stages involved in data processing.
27. Define central tendency. Discuss the types of measures of central tendency
28. Evaluate the various statistical measures used in research study
29. What is correlation? What are the various types of correlation?
30. What is time series? Explain its components.
31. Write a note on: 1) Scatter Diagram 2) Trend Analysis.



32. What are the types of Report?
33. What are the various components of research report?
34. Explain the various types of research reports.
35. Briefly describe the different steps involved in a research process.
36. What are the techniques involved in defining a research problem?
37. What are the important concepts relating to research design? Explain.
38. What do you mean by 'Sample Design'? What points should be taken into consideration by a researcher in sample design for any research project?
39. What are the classifications of measurement scales? Explain with examples.
40. Enumerate the different methods of collecting data giving one example each.
41. What are the important steps of data preparation process? Explain in detail.
42. Discuss about measures of central tendency and how they are useful in any research work.
43. Explain how sampling and statistical inference are useful for any research work.
44. What is testing of hypothesis? Explain how it is useful for illustrating a research problem with two examples.
45. What is Chi-Square test? Explain the significance in statistical analysis of any research problem.
46. What is analysis of variance? Give an example to illustrate the same.
47. What are the various methods of Linear Regression Analysis? Explain. What is factor analysis? Explain with an example.
48. Explain the difference between two group discriminant analysis and multiple discriminant analysis with examples.
49. What is cluster analysis? Explain the difference between hierarchical clustering and non-hierarchical clustering.

Books for Reference:

Research Methodology – C. R. Kothari – New Age International Publishers
Lecture on Research Methodology – V.P Saxena – TBH , New Delhi
Research Methodology- Paneerselvam, PHI, New Delhi
Research Methodology- Anil Gupta Tata McGraw Hill Publishers.
Research Methodology- Ravilochan – Margham Publishers.
Research Methodology for Business- Uma Sekaran – Willey Publishers.