

**PARUL UNIVERSITY**  
**FACULTY OF COMMERCE**  
**M.Com (Hons) Winter 2018 – 19 Examination**

**Semester: 3**  
**Subject Code: 16201204**  
**Subject Name: Research Methodology**

**Date: 29/10/2018**  
**Time: 10.30 am to 1.00 pm**  
**Total Marks: 60**

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**Instructions:**

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Make suitable assumptions wherever necessary.
4. Start new question on new page.

**Q.1(A) Answer the Following MCQs.****(06)**

**1. Which form of data below can usually be obtained more quickly and at a lower cost than the others?**

- |              |                           |                          |
|--------------|---------------------------|--------------------------|
| a) Primary   | b) Survey research        | c) Experimental research |
| d) Secondary | e) Observational research |                          |

**2. Causal research is used to \_\_\_\_\_**

- a) Describe marketing problems or situations
- b) Quantify observations that produce insights unobtainable through other forms of research
- c) Find information at the outset in an unstructured way
- d) Gather preliminary information that will help define problems
- e) Test hypotheses about cause-and-effect relationships

**3. Survey research, though used to obtain many kinds of information in a variety of situations, is best suited for gathering \_\_\_\_\_ information.**

- |                |                |               |
|----------------|----------------|---------------|
| a) Attitudinal | b) Personal    | c) Preference |
| d) Exploratory | e) Descriptive |               |

**4. What are the two types of research data?**

- |                                  |                                |
|----------------------------------|--------------------------------|
| a) Qualitative and Quantitative. | b) Primary and secondary.      |
| c) Predictive and quantitative.  | d) Qualitative and predictive. |

**5. What is a major drawback of probability sampling?**

- a) Takes too much time
- b) Sampling error cannot be measured
- c) Easiest population from which to obtain info is chosen
- d) Everyone has an equal chance of selection
- e) Reliance on the judgment of the researcher

**6. What are examples of techniques of obtaining qualitative data?**

- a) Survey research/questionnaires; focus groups; in-depth interviews; observational techniques; experimentation.
- b) Video conferencing; focus groups; in-depth interviews; observational techniques.
- c) Survey research/questionnaires; focus groups; in-depth interviews; observational techniques; call centre feedback.
- d) All of the above.
- e) None of the above.

**Q.1 (B) Define the following terms.**

**(06)**

1. Frequency distribution
2. Research problem
3. Sampling
4. Descriptive research
5. Survey
6. Primary data

**Q.2 Answer the following.**

**(12)**

1. Describe the technique concerned in defining research problem.
2. Explain the steps involved in a research process.
3. Write a short note on mail survey technique of data collection.

**Q.3 Answer the following. (Any Three out of Four)**

**(18)**

1. Write down the advantages and disadvantages of surveys.
2. Explain the steps involved in measurement process.
3. Describe the steps in Sampling Process
4. Find the mode of the following data:

| <b>Class</b>      | 0-10 | 10-20 | 20-30 | 30-40 | 40-50 | 50-60 | 60-70 |
|-------------------|------|-------|-------|-------|-------|-------|-------|
| <b><i>f i</i></b> | 5    | 9     | 11    | 13    | 10    | 7     | 2     |

**Q.4 Answer the following. (Any Two out of Three).**

**(18)**

1. Categorize the scaling techniques in detail.
2. Specifically clarify classification of research design.
3. The following table gives the incomplete income distribution of 300 workers of a company where the frequency of classes 3000 to 4000 and 5000 to 6000 are missing. If the mode of the distribution is 4428.57, then find the missing frequency

| <b>Class</b>     | <b>1000 - 2000</b> | <b>2000 – 3000</b> | <b>3000 – 4000</b> | <b>4000 – 5000</b> | <b>5000 - 6000</b> | <b>6000 – 7000</b> | <b>7000 – 8000</b> |
|------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|
| <b>Frequency</b> | 30                 | 35                 | ?                  | 75                 | ?                  | 30                 | 15                 |