

Total number of printed pages-9
63/2 (SEM-3) MCO302 (N/O)

2023

COMMERCE

Full Marks : 80

Pass Marks : 32

Time : Three hours

The figures in the margin indicate full marks for the questions.

Paper : MCO302

(New Course)

(Research Methodology and Computer Application)

1. Choose the correct answer : 1×6=6

(i) The depth of any research is judged by

- (a) research title
- (b) total page number
- (c) research objectives
- (d) research duration

Contd.

(ii) The main objective of descriptive research is

- (a) to predict the future outcome
- (b) to find out the relationship between two variables
- (c) to conduct cause and effect analysis
- (d) to report a particular phenomenon

(iii) Concept is of two types; they are—

- (a) abstract and concrete
- (b) abstract and coherent
- (c) concrete and coherent
- (d) concrete and incoherent

(iv) Questionnaire is filled by

- (a) enumerator
- (b) respondent
- (c) anybody
- (d) any researcher

(v) Simple random sampling is a type of

- (a) probation sampling
- (b) probability sampling
- (c) non-probability sampling
- (d) prospect sampling

(vi) SPSS is an acronym of

- (a) Statistical Package of Social Sciences
- (b) Statistical Package of Social Studies
- (c) Statistical Package of Social Services
- (d) Statistical Package of Special Services

2. Answer the questions : $2 \times 5 = 10$

- (i) What is applied research ?
- (ii) Mention *any two* principles of sampling.
- (iii) Write the differences between references and bibliography.
- (iv) What is ranking scale ?
- (v) In SPSS, what are 'data view' and 'variable view' ?

3. Answer **any six** questions : $5 \times 6 = 30$

- (i) Write the objectives of research.
- (ii) Distinguish between exploratory and empirical research.
- (iii) What are the components of research problem ? Explain.

- (iv) Write a note on experimental research with suitable example.
- (v) How is sample size determined? Explain with example.
- (vi) Write the limitations of secondary data.
- (vii) Which type of chart will be considered for showing changes over time?

Mr. A collected the following information for his research :

Years :	2000	2005	2010	2015	2020
Export :	800	1000	1001	905	1500
(Rs. in '0000)					

Draw a suitable chart to show the changes in export value.

- (viii) Illustrate how MS-Excel is used for data analysis in social science research.

- (ix) Write a note on descriptive research.

4. Answer **any two** questions : $10 \times 2 = 20$

- (i) (a) What is review of literature and what are its objectives? $2+3=5$
- (b) Explain systematic review of literature. 5

- (ii) Define research design. Discuss the features of good research design. $4+6=10$

(iii) Write notes on : $5+5=10$

- (a) Plagiarism
- (b) Data manipulation

5. Answer **any one** question : 14

- (i) (a) Distinguish between probability and non-probability sampling. 7

- (b) Write the advantages and disadvantages of non-probability sampling. 7

- (ii) Mr. A conducted a study on 'students' preference on e-learning platform, and submitted final report to his institution. According to you, what elements would be included in the final report? Show a specimen of research report.

Considering that method, mention **any eight** variables that will be considered in the study. $2+8+4=14$

(Research Methodology)

1. Choose the correct answer : $1 \times 6 = 6$

(i) The depth of any research is judged by

- (a) research title
- (b) total page number
- (c) research objectives
- (d) research duration

(ii) The main objective of descriptive research is

- (a) to predict the future outcome
- (b) to find out the relationship between two variables
- (c) to conduct cause and effect analysis
- (d) to describe a particular phenomenon

(iii) Concept is of two types; they are—

- (a) abstract and concrete
- (b) abstract and coherent
- (c) concrete and coherent
- (d) concrete and incoherent

(iv) Schedule is filled by

- (a) enumerator
- (b) respondent
- (c) anybody
- (d) both enumerator and respondent together

(v) Simple random sampling is a type of

- (a) probation sampling
- (b) probability sampling
- (c) non-probability sampling
- (d) prospect sampling

(vi) A complete list of all the sampling units is

- (a) sampling frame
- (b) sampling design
- (c) population frame
- (d) population design

2. Answer the question : $2 \times 5 = 10$

(i) What is applied research ?

(ii) Mention any two features of good sampling.

(iii) What is ranking scale ?

(iv) What is research gap ?

(v) What is scientific attitude ?

3. Answer **any six** questions : $5 \times 6 = 30$

- (i) Write the objectives of research.
- (ii) Distinguish between exploratory and empirical research.
- (iii) Write the components of research problem.
- (iv) Write a note on experimental research with suitable example.
- (v) Write the limitations of secondary data.
- (vi) Write the merits and demerits of observation method of data collection.
- (vii) What is F test ? Why is it conducted ? What are the assumptions of F-test ? $1+1+3=5$
- (viii) What is pie chart ? Mention *any three* uses of pie chart. $2+3=5$
- (ix) What is coding ? Why is coding used in research ? Explain. $1+4=5$

4. Answer **any two** questions : $10 \times 2 = 20$

- (i) Define research design. Discuss the features of a good research design. $4+6=10$

(ii) Write notes on : $5+5=10$

- (a) Case study research
- (b) Difficulties in social science research

(iii) What is research problem ? Distinguish between research problem and research objectives. Write *any three* components of research problem. $3+4+3=10$

5. Answer **any one** question : 14

(i) Distinguish between probability and non-probability sampling. Write the advantages and disadvantages of non-probability sampling. $7+7=14$

(ii) If you are asked to conduct a study on 'students' preference on e-learning platform' which method of data collection method will be used ? Give reasons for it.