Reg. No.

II Semester M.Com. Degree Examination, September/October - 2024

COMMERCE

Advanced Research Methodology

(CBCS Scheme)

Paper : 2.3

Time : 3 Hours   Maximum Marks : 70

SECTION - A

Answer any Seven questions out of Ten. Each question carries Two marks.(7×2=14)

1. a) What is a pilot survey?
    b) State any four sources in information for literature review.
    c) State any four essentials of data tabulation.
    d) What is type II Error ?
    e) Define Hypothesis.
    f) Differentiate between ordinal and nominal scale.
    g) Give the meaning of Reliability.
    h) Give the difference between one tailed and two tailed test.
    i) What is inferential data?
    j) What do you mean by Empiricism?

SECTION - B

Answer any Four questions out of Six. Each question carries Five marks. (4×5=20)

2. Explain the Merits and Demerits of observation method in collecting data.
3. What do you mean by validity? Explain its types.
4. Explain the techniques of probability sampling.
5. An IQ test was administrated to 5 persons before and after they were trained. The results are given below:

Candidates	1	2	3	4	5
IQ before training	110	120	123	132	125
IQ after training	120	118	125	136	121

Test whether there is any Change in IQ after the training programme.

6. Write a note on Ethical Issues in Research.
7. Write a note on Exploratory and Empirical Research.

SECTION - C

Answer any TWO questions out of Four. Each question carries Twelve Marks.

(2×12=24)

8. Explain various stages in Research Process.

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9. Explain the following.
   a) Variables in Research.
   b) Importance of Report writing.
   c) Level of significance.

10. To test the effectiveness of inoculation of against Denguefever, the following data regarding persons was obtained.

	Attacked	Non Attacked	Total
Inoculated	05	10	15
Not Inoculated	14	46	60
Total	19	56	75

Does this info indicate the effectiveness of inoculation against attack from Dengue fever? Use 5% level of significance.

11. To test the hypothesis that the average number of days a patient is kept in the three local hospital say. A,B, and C is the same, a random check on the number of days that seven patients stayed in each hospital reveal the following:

Hospital A	8	5	9	2	7	8	2
Hospital B	4	3	8	7	7	1	5
Hospital C	1	4	9	8	7	2	3

Test the hypothesis at $\alpha = 0.05$

SECTION - D

Answer the following question.   (1×12=12)

12. AMF milk federation is a state level marketing federation dealing with procurement and marketing of milk in India. With 14 state wide district dairy units it procures over 75 lakh liters of milk and is able to sell only 36 lakh liters. It converts rest of the milk into value added products like ghee, sweets, chocolates, ice creams etc. The surplus milk is converted into milk powder for which it incurs an additional cost of Rs.7 to Rs.8 per liter. Drowned by the problem of plenty, the federation has reduced the procurement price of milk by Rs. 2 per liter recently. This downward revision of rates affected 24 lakh dairy farmers. The surplus stock of skimmed milk powder, white butter could not be dumped into market, as it would disturb business dynamics, farmers.

Keeping in mind the company's responsibility towards the farmers and compulsion to purchase milk supplied by farmers, answer the following:

a) What type of research would you suggest to AMF milk federation?

b) Formulate the research problem and objectives of this research

c) Who are the sample respondents for data collection?

d) What are the suggestions that AMF can expect from you to manage surplus.