Reg. No.

II Semester M.Com. Degree Examination, August/September - 2025

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)   Define plagiarism and name one software used to detect it.

    b)   List any two essential characteristics of good research.

    c)   What is meant by the term "mixed research design"?

    d)   What is a research problem in social sciences?

    e)   What does "goodness of measurement scale" mean?

    f)   What is meant by the term "editing" in data processing?

    g)   Define sampling error.

    h)   What is a null hypothesis?

    i)   Define descriptive analysis.

    j)   What is Bibliography?

SECTION - B

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

2.   Explain the research process as a flowchart with a short explanation of each step.

3.   "Defining the problem is more important than finding the solution". Justify the statement.

4.   Compare Type I and Type II errors with simple examples from business research.

5.   Explain how reference management tools like Mendeley can improve the quality of research.

6.   Discuss cahracteristics of a good research report.

7.   A random sample of 100 students gave a mean weight of 58 kg with standard deviation of 4 kg. Test the hypothesis that the mean weight in the population is 60 kg.

[P.T.O.

SECTION - C

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

$$(2 \times 12 = 24)$$

8. What is sampling? Discuss the types of probability and non - probability sampling methods with advantages, limitations, and examples.

9. Riya, an M.com final - year student, was preparing her dissertation on "E-Wallet Adoption among Rural Users. "To save time, she copied large sections from previous dissertations available online, with minimal paraphrasing. Her supervisor, upon using plagiarism detection software, found a 42% similarity score. Riya argued that she only used publicly available content and cited sources.

   Questions :

   a. What ethical issues are involved in this situation?

   b. How can plagiarism be avoided in academic research?

   c. What role should software and institutions play in ensuring research integrity?

10. Twelve students were given intensive coaching and 5 tests were conducted in a month. The score of test 1 and 5 are given below : Does the scores from 1 to 5 show an improvement.

No. of students	1	2	3	4	5	6	7	8	9	10	11	12
Marks in 1st test	50	42	51	26	35	42	60	41	70	55	62	38
Marks in 5th test	62	40	61	35	30	52	68	61	84	63	72	50

11. Explain in detail the Research process in Social science.

SECTION - D

Answer the following question. This question carries twelve marks. $(1 \times 12 = 12)$

12. Bhavani conducted a survey on employee satisfaction in startups using a 10-question Google Form. Her questions included options liek "Yes/No," "Maybe," and "Agree/Disagree" without consistent scaling. She also failed to validate the questionnaire. When analyzing data, she found inconsistent responses that could not be interpreted accurately.

    Questions :

    a. What issues can arise from poorly designed questionnaires?

    b. Suggest sample questions for employee satisfaction with appropriate measurement scales.

    c. Discuss the importance of data coding and classification before analysis.