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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 characteristics 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.

(2×12=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 1 st test | 50 | 42 | 51 | 26 | 35 | 42 | 60 | 41 | 70 | 55 | 62 | 38 |
| Marks in 5 th 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. (1×12=12)

12. Bhavani conducted a survey on employee satisfaction in startups using a 10-question Google Form. Her questions included options like "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.
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