

OR

Ɛ3qA ƒaap ʻʻua ƒe? ; aqSya rakaE tEYsY Aaua yaraa vaAa ƒeñ ; aq
CYSy avY ʻʻua ƒaap ZaaSyua ; qaayʻaʻn

What is product research? You have to launch a new soap in the market. What research process will you follow?

ZaĀĀ-3. ; ZaauaʻaSy qaE Syl qaAayYwp ZaauaʻaSy qaE Syl qaAayY ʻʻua ƒama ƒe? CĀatE
; ƒe ƒqʻp SylakY ƒi

What are Non experimental hypothesis and experimental hypothesis? Clarify the difference between them.

OR

qaE Syl qaAa aƒataza tE Sya- Sya ya Sya ƒaaual ; ama ƒe? avwg Aaa
SylakY ƒi

Discuss the various problems faced in the formation of hypothesis.

ZaĀĀ-4. avxu Sy j Aaw tEyam taAĀSy ay ÷ ama Syl luāʻua SylakY ƒi

Explain the seven guiding principles in the choice of a topic.

OR

Aauç ; Aay/ baAa SylaaE Sy Uyq tE ; aq ; Aay/ baAa ytDuā Sya j uAa aSyy Za SyaE
SyE ƒaç ; aE E y Sya SynAa/ qaE SaXa SyE 1/a aSyy Za SyaE SyE ƒaʻn

As a new researcher how will you select a research problem and how will you define a problem or prepare a statement of problem.

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Code No. : 03/516(B)

Third Semester Examination, Dec. - 2017

M.Com.

Paper - V

RESEARCH METHODOLOGY

Time : 3 Hrs.

Max.Marks : 80

ƒaq B hʻpʻiʻ tEY ; am vi baE ZaĀĀ ƒe akA ƒe ƒe SylAaa ; aƒavaue ƒe hʻpʻiʻ
'r' tEj aE vi baE ma ; amaE Sy av Syl quay ZaĀĀ ƒe hʻpʻy' tEj aE
Aai E baE ZaĀĀ ƒe akA tE yç Za uSy tE ; amaE Sy av Syl q ƒe hʻpʻiʻ ; ' Sya
yryç q ƒe ƒe Syl ƒe

Note : Section 'A', consists of 10 very short answer type questions, all of which are compulsory and should be attempted first. Section 'B' consists of four short answer type questions with internal options. Section 'C' consists of four long answer type questions with internal choice.

hʻpʻiʻ (Section-'A')

aaE Aavahm ; avvi baE ZaĀĀ Sy E baE YsY ua Aaç wāʻ ua ƒ
tE Aç ƒi (Answer the following very short-answer-type questions in one or two sentences) (2x10=20)

ZaĀĀ-1. ƒaap yç ; aq ʻʻua ytl mç ƒe?

What do you understand by Research?

ZaĀĀ-2. wəaAa Sy ƒaap ʻʻua ƒe?

What is scientific research?

ZaĀĀ-3. av0aaqA ƒaap Syl ʻʻua ya taY ƒe?

What are the limitations of Advertising research?

ZaĀĀ-4. avq/ ba ƒaap Sy ʻʻua vaS ƒe?

What are the advantages of marketing research?

ZaTAA-5. TAAu qaE Syl qAAa "ua NE?

What is Null Hypothesis?

ZaTAA-6. qaE Syl qAAa Sq SjyaEAAc vas rmacY n

Give any two advantages of hypothesis.

ZaTAA-7. ; Aay/baAa ZaEj Aaa "ua NE?

What is research design?

ZaTAA-8. Taaq te'ytDua' aSjyc Syl mNcNE

What is 'Problem' in Research?

ZaTAA-9. Eq Syl qAAa Sq SjyaEAAc ; auat rmacY n

Give any two dimensions of hypothesis.

ZaTAA-10. wEaaAa Syl Taaq Syl SjyaEAAc yataY rmacY n

State any two limitations scientific research.

h/b-'r'(Section-'B')

aaEAAaAa Sym vi a EUaEau ZaTAAa Sq EUaE 200-250 TaA
yata te'AbB (Answer the following short-answer-type
questions with word limit 200-250) (5x4=20)

ZaTAA-1. wEaaAa Syl Taaq Syl avTaa ma ; aqE ZaSyaTa »pavY n

Throw light on the characteristics of scientific research.

OR

Taaq Sq Oaa qaE a'p/q/aa avahY n

Write a note on the scope of research.

ZaTAA-2. rakAE YwpaWsjyu Taaq te ; mE Dq'p SylakY n

Differentiate between market and sales research.

OR

Ea'pu Ywb ; AmEae'pu rakAE Taaq te ; mE Dq'p SylakY n

Differentiate between National and International market research.

ZaTAA-3. qaE Syl qAAa Sq avasAAa daam avahY n

Write the various sources of hypothesis?

OR

; a'atAa q÷am Sq a'aa avahY n

Write the advantages of induction method?

ZaTAA-4. ; Awq/aa'q Syl ; Aay/baAa ZaEj Aaa SjyaEAAc p SylakY n

Clarify the exploratory research design.

OR

Za'aa'aa'q Syl ; Aay/baAa SjyaEAAc p SylakY n

Clarify the experimental research.

h/b-'y'(Section-'C')

aaEAAaAa Sym Aai e EUaEau ZaTAAa Sq EUaE 400-450 TaA
yata te'AbB (Answer the following long-answer-type
questions with word limit 400-450) (10x4=40)

ZaTAA-1. Taaq Syl ZaSyaTa Sq ; aaE qaE Taaq Sq avasAAa ZaSyaEAAc Sya w/aa SylakY n

Discuss the different types of research on the basis of the nature of research.

OR

aSjya tNaaWuaWu Sq avaa'aa'aa'q Syl luu y'iba ywDaa/aa Sq ylj avAa Syl
luWna ; aq Sjyc Syl aa'q CySya Sjtr÷ w/aa SylakY n

Describe step by step, the procedure that you would follow in conducting a survey of student expenditure in a college.

ZaTAA-2. awq/aa Taaq Sq avasAAa ZaSyaEAAc Sya w/aa SylakY n

Explain the various types of marketing research.