

(77)

No. of Printed Pages: 1+4

SARDAR PATEL UNIVERSITY
M.COM. (3rd Semester) Examination (CBCS)
RESEARCH METHODOLOGY – PB03CCOM01

Time: 02:30 p.m. to 05:30 p.m.

Date: 27-11-2013

Total Marks: 60

Note: Figures to the right indicates full marks of the questions.

Q.1 Multiple Choice Questions (separate copy) 12

Q.2 Define business research and distinguish between research methods and research methodology. 12

OR

Q.2 Explain the significance of research and write a short note on motivation in research. 12

Q.3 What is hypothesis? Explain its types in detail. 12

OR

Q.3 Define research proposal and describe the contents of good research proposal. 12

Q.4 Distinguish between schedule and questionnaire and explain the types of interview. 12

OR

Q.4 What do you mean by secondary data? State its sources, advantages and limitations. 12

Q.5 Discuss the significance and limitations of research report. 12

OR

Q.5 State the precautions and steps of research report and write a short note on synopsis of research report. 12

xx