

St. Clare College

Autonomous, Bengaluru

ROLL NO:

DATE:

PG END SEMESTER EXAMINATION-JULY/AUGUST 2025

M.Com. II SEMESTER

MCO 2324: ADVANCED RESEARCH METHODOLOGY

TIME: 3 hours.

MAX. MARKS: 70

This paper contains TWO printed pages and FOUR parts

Instructions:

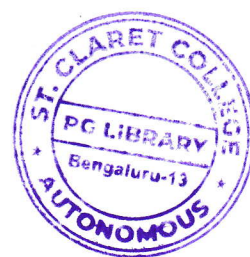
1. Verify and ensure that the question paper is completely printed.
2. Any discrepancies or questions about the exam paper must be reported to the COE within 1 hour after the examination.
3. Students must check the course title and course code before answering the questions.

PART-A

Answer SIX questions out of EIGHT. Each answer carries TWO marks.

[2x6 = 12]

1. What are the key objectives of conducting research?
2. Mention two key components of a good research problem.
3. Differentiate between nominal and ordinal scales with examples.
4. Define Type I and Type II errors in hypothesis testing.
5. What is Bibliography?
6. State any two advantages of a mixed research design.
7. List any two techniques used in data coding.
8. What is plagiarism, and how can it be detected in research writing?



PART-B

Answer any THREE questions out of FIVE. Each answer carries EIGHT marks.

[8x3=24]

9. Explain the various types of research. Give suitable examples to support your answer.
10. Discuss the different types of research designs used in social science research. Evaluate the advantages and disadvantages of these designs.
11. Explain the concept of reliability and validity in research measurement. How are they different?
12. Differentiate between probability and non-probability sampling methods. Discuss the techniques from each category with examples.
13. A researcher wants to compare the effectiveness of two teaching methods. A test was administered to two independent groups of students. Their scores (out of 50) are:

Method A	42	45	39	41	44
Method B	38	40	37	36	3

Using an independent sample t-test at the 5% significance level, test whether there is a significant difference in the average performance of the two groups. Assume equal variances.

PART-C

Answer any TWO questions out of THREE. Each answer carries TEN marks.

[10X2=20]

14. Explain the various steps involved in the research process with the help of a suitable example.
15. What is data in the context of research? Why is data important? Explain the different sources of data and their relevance in social science research.
16. A study was conducted to test whether there is a significant association between gender and preference for online shopping platforms. The data is as follows:

	Prefer Amazon	Prefer Flipkart	Prefer Zepto	Total
Male	30	25	15	70
Female	20	30	30	80
Total	50	55	45	150

Use the chi-square test at the 5% level of significance to determine if there is a significant association between gender and platform preference.

PART-D

Answer the following.

[14X1=14]

17. You are a research consultant hired by a startup company that aims to investigate the relationship between employee job satisfaction and the use of hybrid work models. You are expected to conduct a study and present findings that may influence HR policy decisions. Based on this context, respond to the following:
 1. Formulate an appropriate research problem and objectives for the study.
 2. Develop a set of 4–5 sample questionnaire items using different types of measurement scales
 3. Choose and justify an appropriate sampling technique to select 100 employees for your study.
 4. Suggest suitable statistical tests for analyzing the data and justify your choice.
