

St. Claret College

Autonomous, Bengaluru

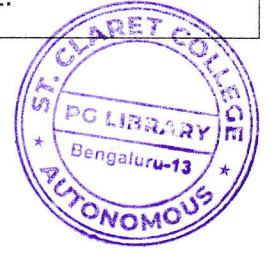
ROLL NO:

DATE:

PG END SEMESTER EXAMINATION- JUNE/JULY 2026

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 EIGHT questions out of TEN. Each answer carries TWO marks.

[8x2 = 16]

1. Give the meaning of exploratory research.
2. What is the meaning of literature review in research?
3. What do you mean by dependent variable and independent variable? Give example with a causal effect.
4. Differentiate between primary data and secondary data.
5. What do you mean by sampling frame?
6. How do you analyze the correlation coefficient? How to identify if it is a strong or weak correlation?
7. State the various AI tools used in research.
8. What is time series analysis in econometrics?
9. Briefly explain what is level of significance.
10. Differentiate between strata and a cluster.

PART-B

Answer any FOUR questions out of SIX. Each answer carries FIVE marks.

[4x5=20]

11. Briefly explain the problems of researchers in India.
12. How do you test hypothesis for statistical significance? Explain the process in detail with example.
13. Explain the various types of measurements. What are the various types of scales and their importance.
14. Prices of share (in Rs.) of a company on the different days in a month were found to be 66, 65, 69, 70, 69, 71, 70, 63, 64, and 68. Examine whether the mean price of shares in the month is different from 65. You may use 10 per cent level of significance.

15. A sample of 870 trainees was subjected to different types of training classified as intensive, good and average and their performance was noted as above average, average and poor. The resulting data is presented in the table below. Use a 5 % level of significance to examine whether there is any relationship between the type of training and performance.

Performance	Training			
	Intensive	Good	Average	Total
Above Average	100	150	40	290
Average	100	100	100	300
Poor	50	80	150	280
Total	250	330	290	870

16. Identify any five methods of data collection used in research. Discuss the method you consider most effective and justify your choice by explaining its key advantages.

PART-C

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

[2X10=20]

17. Discuss in detail the steps of the Research Process.
 18. Illustrate the probability and non-probability method of sampling.
 19. There were two types of drugs (1 and 2) that were tried on some patients for reducing weight. There were 8 adults who were subjected to drug 1 and seven adults who were administered drug 2. The decrease in weight (in pounds) is given below:

Drug 1	10	8	12	14	7	15	13
Drug 2	12	10	7	6	12	11	

Do the drugs differ significantly in their effect on decreasing weight? You may use 5 per cent level of significance. Assume that the variances of two populations are not same.

PART-D

Answer the following.

[1X14=14]

20. The rapid growth of e-commerce platforms has significantly changed consumer purchasing behavior, especially in the grocery segment. With increasing smartphone penetration and ease of access, more consumers are turning to online grocery delivery services. However, factors like trust, convenience, pricing, and user interface continue to influence their decision-making. Studying these variables can help e-retailers tailor better strategies.
- Write a brief introduction that you would include at the beginning of your questionnaire to inform participants about the purpose of the study.
 - Construct six well-structured questions—covering demographics, financial literacy level, and investment behavior.
