

**G.V.M.'s Gopal Govind Poy Raiturcar College of
Commerce and Economics, Ponda Goa**

M.Com. Semester III

ISA II September 2023

COM 626: Research Methodology

Time: 1 hour

Marks: 20

I. Answer the following questions in short. (2 Marks Each)

1. What is Positively Skewed Distribution?
2. Explain the concept of Reliability in Research with an example.
3. What is Data Coding? Why do data need to be coded?

II. Answer the following questions. (4 Marks Each)

1. Describe the nature of sampling distribution.
2. ITC Ltd is conducting research in rural India to understand price sensitivity towards the FMCG products of rural people. Which research methods should ITC use to collect data? Justify.

III. Answer the following question. (6 Marks)

1. Nikhil is conducting research on the topic "An Investigation of the Macroeconomic Factors Affecting the Indian Stock Market". Suggest and explain any three Multivariate data analysis techniques that Nikhil can use in his research.