

Goa Vidyaprasarak Mandal's
Gopal Govind Poy Raiturcar College of Commerce and Economics
Ponda Goa

M.Com. Semester III

ISA II September 2024

COM 626: Research Methodology

Time: 1 hour

Marks: 20

1. Answer the following Multiple-Choice Questions.

(Marks) (CO) (BL)

- a) An area of study or topic within a field of research that has not been fully explored or addressed. **(1) (CO1) (BL2)**
- i) Research Significance
- ii) Research Gap
- iii) Literature Review
- iv) Source of Data
- b) Which of the following is **NOT** a phase in the data analysis process? **(1) (CO2) (BL2)**
- i) Data Collection
- ii) Data Interpretation
- iii) Data Cleaning
- iv) Data Prediction

2. Answer the following Questions.

- a) What do you mean by probability and non-probability sampling? Give examples of the methods under both. **(3) (CO2) (BL2)**
- b) Explain any two research techniques/tests applied in multivariate data analysis. **(5) (CO2) (BL2)**
- c) Explain the characteristics of a bell-shaped curve in a normal distribution, particularly in terms of symmetry. How does the shape of the curve change when the data is asymmetrically distributed? **(5) (CO2) (BL3)**
- d) What is reliability in research, and how will you determine it? **(5) (CO2) (BL4)**