

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

M.Com. Semester III

ISA I August 2023

COM 626: Research Methodology

Time: 1 hour

Marks: 20

1. Answer the following Multiple-Choice Questions. (1 Mark Each)

- a) The major purpose of this research is to describe the state of affairs as it currently exists. The researcher has no control over the variables; only what has happened or what is happening can be reported.
- i) Fundamental research
 - ii) Exploratory research
 - iii) Ex- Post fact research
 - iv) Applied research
- b) A data collection technique wherein several participants discuss a particular topic. The researcher can be a facilitator or observer.
- i) Interview
 - ii) Focus group
 - iii) Observation
 - iv) Experiment

2. Answer the following Questions.

- a) How to identify the Research gap? **(3 Marks)**
- b) What is Research? Explain briefly the various steps in the process of Research. **(5 Marks)**
- c) Mr Atharva aims to conduct research on the students pursuing Masters's degrees in the state to identify the "Perception of Students towards the use of AI (Artificial Intelligence) in Teaching-Learning". Compare Sample Study Vs Census Study and suggest the most suitable method for this study. **(5 Marks)**
- d) University of Kerala is hosting the 45th All India Accounting Conference during December 9-10, 2023. Develop a research question in the field of Accounting and Taxation for the conference mentioning the reasons behind considering the research question. **(5 Marks)**