

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 600 086.
(For candidates admitted during the academic year 2020–2021 and thereafter)

B.COM. DEGREE EXAMINATION - NOVEMBER 2024
HONOURS
FIFTH SEMESTER

COURSE : MAJOR – CORE
PAPER : RESEARCH METHODOLOGY
SUBJECT CODE : 20BH/MC/RM54
TIME : 3 HOURS **MAX. MARKS: 100**

SECTION – A

ANSWER ALL QUESTIONS: (10 x 2 = 20)

1. The observed frequency of the variable marks scored is 70 and the expected frequency is 59. Calculate the χ^2 statistic.
2. Interpret the Sales (in percentage) for the following information:
Number of Units of a manufactured product– 800
Number of units sold – 650
3. Write a short note on Research Report.
4. What is Snowball sampling?
5. Mention any two qualities of a good researcher.
6. Mr.A, the researcher is willing to execute a research on post purchase behaviour towards use of consumer durables. Suggest the relevant data collection followed by Mr.A.
7. What does 'Interpretation of Data' refer to?
8. State any two advantages of questionnaires on data collection.
9. Write a note on Field Editing.
10. Identify the type of variable for the following:
(a) Rank secured in Commerce – Rank IV
(b) Income earned – Rs.40,000-Rs.50,000

SECTION – B

ANSWER ANY FIVE QUESTIONS: (5 x 8 = 40)

11. Elaborate on the term Review of Literature and its sources.
12. Why is formulation of a Research Problem important? Illustrate with suitable examples.
13. Explain the factors to be considered in determining sample size.
14. The level of food production is taken as the problem for the research study.
(a) Identify few of the important elements needed for the study and categorise it with a suitable basis.
(b) Analyse the relevance of Dependent variable and Independent Variable needed for the study.
15. Discuss steps involved in Data Processing.
16. An appointment is obtained with the Minister of Higher Education and the prerequisites were stated in advance to obtain authentic information at the time of interview. Identify the type of interview technique to be followed in the above case along with its advantages and limitations.
17. Analyse the criteria for writing a good research report.

18. An IQ test was administered to 5 persons before and after they were trained. The results are given below:

Candidates	I	II	III	IV	V
IQ before training	110	120	123	132	125
IQ after training	120	118	125	136	121

Analyse the effectiveness of the training.

SECTION – C

ANSWER ANY ONE QUESTIONS:

(1 x 20 = 20)

19. Elucidate on the various types of Research.
20. Discuss various types of Research Design.
21. Elaborate on the components of Research Report.

22. Compulsory Case Study:

(1 x 20 = 20)

ABC Corp, a leading manufacturer of consumer electronics, has recently launched a new line of smartphones. The company is interested in understanding consumer behaviour related to purchasing decisions for smartphones. To achieve this, ABC Corp partnered with a market research firm to conduct a study.

The objective of the research was to identify the most important factors that influence consumer purchase decisions, such as price, brand reputation, features, and customer reviews. The research firm designed a survey and distributed it to 2,000 respondents across various demographic groups.

Research Design:

- **Sample Size:** 2,000 respondents
- **Sampling Technique:** Stratified random sampling, based on age, income, and geographic location.
- **Data Collection Method:** Online surveys, consisting of 20 closed-ended questions rated on a Likert scale from 1 (Strongly Disagree) to 5 (Strongly Agree).
- **Research Variables:**
 - Independent Variables: Price, brand reputation, features, customer reviews.
 - Dependent Variable: Consumer purchase intention.
- **Data Analysis:** The research firm used descriptive statistics, correlation analysis, and regression modelling to analyse the relationship between independent variables and purchase intention.

Key Findings:

- Price was found to have the highest influence on consumer purchase intention, followed by brand reputation and features.
- Customer reviews had the least impact on purchase intention.
- The correlation between price and purchase intention was 0.8, while the correlation between customer reviews and purchase intention was 0.2.
- Regression analysis revealed that price and brand reputation together explained 65% of the variance in purchase intention.

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Challenges:

- The response rate for the survey was 20%, raising concerns about non-response bias.
- There was difficulty in reaching respondents from rural areas, leading to underrepresentation of this demographic.
- Some respondents reported confusion with the Likert scale format and suggested that it limited their ability to express nuanced opinions.

Required:

- a) Evaluate the strengths and weaknesses of the research design and sampling technique used in the study. (5 marks)
- b) What are the potential issues related to non-response bias in this study? (5 marks)
- c) Critically assess the data collection method (online surveys) used in the study. (5 marks)
- d) Based on the key findings, discuss the validity of the study's results. (5 marks)
