MCO-03

MASTER OF COMMERCE

Term-End Examination

June, 2007

MCO-03 : RESEARCH METHODOLOGY AND STATISTICAL ANALYSIS

Time : 3 hours *Maximum Marks : 100*

Note : *Attempt any **five** questions. All questions carry equal marks.*

1. What are the various methods of collecting primary data ? Explain them along with their merits and limitations. *20*

2. (a) Discuss the importance of classification and tabulation of data in research work.

(b) Prepare a suitable table to represent the following data, which is related to a sample study of tea habit in two areas of a city.

Area-I : Female tea drinkers were 17%. Total tea drinkers were 45% and male non-tea drinkers were 37%.

Area-II : Total males were 60%, among them non-tea drinkers were 24%. Female tea drinkers were 15%. *12+8*

3. (a) Describe the different methods of research.

(b) What are the important activities involved in business research process ? *12+8*

4. Describe the importance of visual presentation of data in business research. Explain the procedure for preparation of a pie diagram with an example. *10+10*

5. (a) Discuss the methods of generalisation in research.

(b) What are the various aspects that are to be checked by a researcher before sending the research report for final printing ? *10+10*

6. (a) What are the uses of Index Numbers for analysing statistical data ?

(b) Compute Fisher's Index from the following data (price and values are in Rs.) : *10+10*

Commodities	2004		2005	
	Price	Value	Price	Value
A	4	40	5	50
B	8	64	9	81
C	10	70	10	70
D	2	10	4	16

7. (a) Six pairs of boys and girls were selected from a university at random and their IQs were recorded as follows :

Pairs :	1	2	3	4	5	6
Boys :	105	112	98	92	116	110
Girls :	102	108	100	96	112	110

Do the data indicate whether there is no significant difference in average IQ between the boys and girls ? Use 1% level of significance.

(b) Distinguish between Confidence Limit and Confidence Interval. *15+5*

8. Write short notes on any ***four*** of the following : *5+5+5+5*

(a) Editing of data

(b) Paired comparison scale

(c) Essentials of a good sample

(d) Sources of secondary data

(e) Decomposition of Time Series

(f) Probability distribution