**SESSION MAY 2022**

**PROGRAM MASTER OF COMMERCE (M COM)**

**SEMESTER II**

**COURSE CODE &amp; NAME RESEARCH METHODOLOGY AND STATISTICAL ANALYSIS CODE: DCM6201**

**Set – 1**

**1. Describe Research Process steps in detail**

**Ans:** While conducting research, information is gathered through a sound and scientific research process. Each year, organizations spend enormous amounts of money on research and development to maintain their competitive edge. Thus we propose a broad framework that can be easily be followed in most researches. The process of research is interlinked at every stage as shown in

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**2. Discuss merits and demerits of Questionnaire and Interview method of data collection.**

### Ans: Merits and demerits of Questionnaire

|  |  |
| --- | --- |
| Merits | Demerits |

**3. Illustrate any four Probability Sampling Techniques**

**Ans: Four Probability Sampling Techniques:-**

**Simple random sampling with replacement (SRSWR)**

Under this scheme, a list of all the elements of the population from where the samples are to be drawn is prepared. If there are 1,000 elements in the population, we write the identification number or the name of all the 1,000 elements on 1,000 different slips. These are put in a box and shuffled properly. If there are 20 elements to be selected from the population, the simple random

**Set – 2**

**1. Discuss any four Scaling Techniques of your choice**

**Ans:** There are four types of measurement scales—nominal, ordinal, interval, and ratio. We will discuss each one of them in detail. The choice of the measurement scale has implications for the statistical technique to be used for data analysis.

**Nominal scale:** This is the lowest level of measurement. Here, numbers are assigned for the purpose of identification of the objects. Any object which is assigned a higher number is in no way superior to the one

**2. Explain the concepts of Validity and Reliability with examples**

**Ans:** Validity is the extent to which the scores from a measure represent the variable they are intended for. But how do researchers make this judgment? We have already considered one factor that they take into account—reliability. When a measure has good test-retest reliability and internal consistency, researchers should be more confident that the scores represent what they are supposed to. There

**3. A brand manager is concerned that his brand’s share may be unevenly distributed throughout the country. In a survey in which the country was divided into four geographical regions, a random sampling of 100 consumers in each region was surveyed, with the following results:**

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**Calculate the sample chi square (ꭓ 2 ) value and find at Alfa (α) = 0.05 and test whether brand share is the same across the four regions. Tabular value of Chi Square is 0.352 for Degree of Freedom = 3 and α = 0.05.**

**Answer:**

1) The null and alternative hypotheses for this test as follows:

H0: All brands share is the same across the four regions.

Ha: Not all brands share is the not same across the four regions.

2) Select the