**ST.JOSEPH’S UNIVERSITY, BENGALURU -27**

**M.Com – II SEMESTER**

**SEMESTER EXAMINATION: APRIL 2023**

**(Examination conducted in May 2023)**

**MCO8420 – RESEARCH METHODOLOGY**

**(For current batch students only)**

**Time: 2 Hours Max Marks: 50**

**This paper contains one printed pages and three parts**

**PART-A**

Answer ***any two*** of the following (2 x 5 = 10 marks)

1. What is business research? Narrate types of research (Any four).
2. Distinguish between questionnaire and schedule.
3. Briefly explain the characteristics of hypothesis.

**PART-B**

Answer ***any two*** of the following (2 x 15 = 30 marks)

1. What is sampling? Describe its methods.
2. Mr Sam is doing his research on “Impact of Service Quality on Customer Satisfaction towards e-banking Services, A Study in North Karnataka” for the past one year. The objectives of his study are:

* To analyse the relationship between the demographic profile and satisfactory level of customers towards e-banking services.
* To identify the factors influencing customers’ satisfaction towards e-banking services.
* To analyse the problems faced by the customers towards e-banking services.

He is expected to design the questionnaire for collecting primary data to proceed further. As you are an expert in the field of research, Mr Sam is approaching you for the same.

You are required to design a model questionnaire on behalf of Mr Sam.

1. Illustrate the format of a research report with suitable examples.

**PART-C**

Compulsory question (1 x 10 = 10 marks)

1. “Research is a systematic process, consisting of various stages” – Justify.