

**ST. JOSEPH’S COLLEGE (AUTONOMOUS), BANGALORE-27**

**M.COM – II SEMESTER**

**SEMESTER EXAMINATION: April 2019**

**CO 8418 – Research Methodology**

**Time- 2 ½ hrs Max Marks - 70**

**This paper contains 3 (THREE) printed pages and four parts SECTION A**

**Answer any TEN (10) of the following (10 \* 2 Marks = 20 Marks)**

1. Define the term ‘Research’.
2. Explain Dependent and Independent variable.
3. What is research design?
4. What is applied and fundamental research.
5. What are the sources of research problem?
6. What is research hypothesis?
7. Write short note on ‘Scope of the Study’.
8. What is random sampling method.
9. How do you reference a webpage that lists no author?
10. Differentiate between Referencing and Bibliography.
11. Write any two importance of literature review.
12. When do you include a retrieval date in a citation?

**SECTION B**

**Answer any THREE (3) of the following (3 \* 5 Marks = 15 Marks)**

1. Explain the objectives of research.
2. Differentiate between qualitative and quantitative research.
3. In what situation a researcher consider primary or secondary data for data collection? Explain with examples.
4. Explain the rationale behind selecting various types of research approaches in business management.
5. Explain the theory of Null hypothesis and Testable hypothesis with example.

**SECTION C**

**Answer any TWO (2) of the following (2 \* 10 Marks = 20 Marks)**

1. “Processing of data implies Editing, coding, classification and Tabulation.” Describe these operations pointing out the importance of each in the context of research study.
2. What are the requirements of good research report? Explain the structure of research report.
3. Explain the primary and secondary data collection methods.

**SECTION D**

**COMPULSORY QUESTION (1 \* 15 Marks = 15 Marks)**

1. Read the below article and prepare
   1. Research problem (100 words) (8 marks)
   2. Research questions (2 marks)
   3. Research objective (2 marks)
   4. Research hypothesis (3 marks)

***Source: Economic Times, 2019***

This wasn’t something that Bhattacharya saw in her generation, as most women were brought up in households where men didn’t do any housework. But despite the progress, Bhattacharya believes we still had a long way to go. “In India, it is still a given that women are the primary caregivers,” she explained.

**Why women drop out**

One of the key points on the panel was why women were quitting their jobs. Women in the workforce dropping from 43 per cent to 31 per across sections of society was a big area of concern for organisations.

Bhattacharya said that a survey her company conducted threw some light on the matter. “There were three times when this [women leaving the workforce] happened: The first is during the childbearing years and when the children are very small. The second, and this is probably only true in India and a few other Asian countries, is when children are between classes 9 and 12. During the coaching, it is supposed to be the mother’s duty to chauffeur the kids around and be there with a cup of milk to wake them up. The third was when the parents or in-laws were sick, as in India geriatric care is very costly, so many people are taken care of at home.”

**A call for continuity**

According to Shaw, companies need to encourage women to stay in the workforce by ensuring continuity of work. “You must have a set of HR policies that really look at these issues. We should try to make sure there is no loss of continuity. Today, more than ever, there is a strong focus on leadership development among women. We, as a company, are spending a lot of time grooming young women to come up the levels.”

Shaw branded the tokenism of having one woman in the boardroom a “joke”, saying, “In five years, we want a fairly balanced team in the leadership role. Today it is 20 per cent, but we are aiming at 30-50 per cent. We have archaic laws that need to be done away with. Our policies are gender biased. I would like new policies in context of the new economy. The new economy allows us to come up with path-breaking policies for women.”

**Embrace yourself**

While we still need to fix the rungs so the climb up the corporate ladder is smooth for women, Reddy thinks we should realise that irrespective of gender, we are all the same, but not be shy about bringing our uniqueness to the forefront.

“I think that all of us in today’s world are so interconnected that we are able to choose careers that we are passionate about. We have to recognise we all have the same brains that a man does, but our perception is so unique and these create certain talents within us. And these talents are expressed through our profession. Women should find their passion,” she said.

Shaw also shared some words of wisdom for working women. “Today, in any workplace, whether you’re a man or woman, your competence and capabilities are respected. Women should be treated with respect and accepted as equal contributors. They need to have self-confidence. I advise young women to build this.”

**--- END OF THE QUESTION PAPER ---**