**ASSIGNMENT**

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| **SESSION** | **MAY 2022** |
| **PROGRAM** |  **master of commerce (M com)** |
| **SEMESTER** | **II** |
| **course CODE & NAME** | **RESEARCH METHODOLOGY AND STATISTICAL ANALYSIS CODE: DCM6201** |
| **CREDITS**  | **4** |
| **nUMBER OF ASSIGNMENTS & Marks** | **02****30 Marks each** |

**Note:**

* **There will be two sets of assignments for every course, and you must answer all questions in both sets. Average of both assignments’ marks scored by you will be considered as Internal Assessment Marks.**
* **Answers for 10 marks questions should be approximately of 400-500 words.**

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| Q.No |  Set – 1Questions | Marks | Total Marks |
| *1.* | Describe Research Process steps in detail | 10 | 10 |
| *2.* | Discuss merits and demerits of Questionnaire and Interview method of data collection. | 10 | 10 |
| *3.* | Illustrate any four Probability Sampling Techniques | 10 | 10 |
| Q.No |  Set – 2Questions | Marks | Total Marks |
|  | Discuss any four Scaling Techniques of your choice | 10 | 10 |
|  | Explain the concepts of Validity and Reliability with examples | 5+5 | 10 |
|  | 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:

|  |  |  |
| --- | --- | --- |
|   | REGION |   |
|   | North East | North West | South East | South West | TOTAL |
| Purchase the brand | 40 | 55 | 45 | 50 | 190 |
| Do not purchase | 60 | 45 | 55 | 50 | 210 |
| TOTAL | 100 | 100 | 100 | 100 | 400 |

Calculate the sample chi square (ꭓ2) 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.  | 10 | 10 |