

Program/Sem: M.Com Part I – Sem - I

Course: Research Methodology

Program Code: 2120361

Course Code: 59191

Duration: 2 Hours

1 0 NOV 2025

Max. Marks: 50

**Instructions:**

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Draw neat diagrams wherever necessary.

**Q. 1 Analyse the case and answer the questions that follow :Case Study [10]**

Meera Shah, an M. Com research scholar, decided to conduct a study titled "*Impact of Social Media Marketing on Consumer Buying Behaviour of Millennials in Mumbai.*" The purpose of her study was to understand how social media platforms such as Instagram, Facebook, and YouTube influence the purchasing decisions of young consumers.

To achieve this, she designed a **descriptive research study** and decided to use both **primary and secondary data**. For primary data, she circulated an online questionnaire among 200 respondents aged between 20 and 35 years. For secondary data, she referred to published research papers, business magazines, company reports, and online articles.

However, during data collection, Meera faced several challenges such as **low response rates, incomplete answers, and biased responses** from participants. In the data analysis stage, she struggled with coding, tabulation, and interpreting correlations between variables. Meera also began to question whether her research findings would be **reliable and valid** due to these inconsistencies.

- a) Identify the type of research design used by Meera. 03
- a) What are the major challenges faced by the researcher in this study? 03
- a) Suggest suitable steps to improve the reliability and validity of the research. 04

**Q. 2 Attempt the following (Any One). [10]**

A. Define Research. Explain its objectives and importance,

**OR**

B. Discuss the significance and various steps in research design with suitable examples.

