BBA DEGREE (CBCS) EXAMINATION, NOVEMBER 2018

Third Semester

Bachelor of Business Administration

CORE COURSE - BA3CRT13 - RESEARCH METHODOLOGY

2017 Admission Onwards

1B8884A0

Maximum Marks: 80   **Time: 3 Hours**

Part A

Answer any **ten** questions.

Each question carries **2** marks.

1. List out the steps in research process

2. Define descriptive research

3. Differentiate between quantitative and qualitative research

4. How do you define a research problem?

5. What is meant by pilot survey?

6. Differentiate between sampling errors and non sampling errors

7. Define simple random sampling

8. What is meant by primary data?

9. Give any two advantages of primary data

10. Write any two characterstics of observation method

11. What is the purpose of interpretation in research?

12. What is meant by popular report?

(10×2=20)

Part B

Answer any **six** questions.

Each question carries **5** marks.

13. Discuss the nature of research

14. What are the objectives of research?

15. Critically examine various sources of research problem

16. Define a research design and explain it's components

17. What is meant by sample design? What points should be taken into consideration by a researcher in developing a sample design

18. Explain the criteria of selecting a method for data collection

19. Describe the characteristics of secondary data

20. What are the essentials of good research report?

21. Illustrate the steps in writing research report

(6×5=30)

Part C

Answer any **two** questions.

Each question carries **15** marks.

22. Describe various types of research by pointing out their differences clearly.

23. Explain the meaning, significance and features of a research design

24. What is secondary data? Explain it's sources, merits and demerits.

25. Describe the layout of a research report

(2×15=30)