

E 6139

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Reg. No.....

Name.....

B.B.A. DEGREE (C.B.C.S.S.) EXAMINATION, OCTOBER 2013

Third Semester

Complementary Course—RESEARCH METHODOLOGY

Time : Three Hours

Maximum Weight : 25

Part A

Answer all questions.

Each bunch of four questions carries a weight of 1.

- I. 1. A systematic inquiry to find out a marketing problem associated with a product is called :
- (a) Applied Research. (b) Basic Research.
(c) Product Research. (d) None of these.
2. The process by which the researcher arrives at reasoned conclusion by logical generalization of known fact is called :
- (a) Induction. (b) Deduction.
(c) Intuition. (d) None of these.
3. Which one is a descriptive research ?
- (a) Surveys. (b) Case Studies.
(c) Documentary Analyses. (d) None of these.
4. The first step in business research process is ———.
- (a) Filed Work. (b) Research Design Formulation.
(c) Presentation. (d) Problem Definition.
- II. 5. ——— is an account of what has been published on a research topic by accredited scholars and researchers.
- (a) Literature Review. (b) Hypotheses.
(c) Objectives. (d) None of these.
6. A segment that is representative of a population is called ———.
- (a) Cluster. (b) Universe.
(c) Element. (d) Sample.
7. ——— is the method used for random sampling.
- (a) Lottery. (b) Simple Counting.
(c) Listing. (d) None of these.

Turn over

8. _____ is an example for non-probabilistic sampling.

- (a) Stratified Sampling.
- (b) Random Sampling.
- (c) Judgment Sampling.
- (d) None of these.

III. 9. Research methodology includes _____.

- (a) Sampling.
- (b) Hypotheses.
- (c) Data Collection Method.
- (d) All of these.

10. The variable that is explained by one or more other variables in a study is called :

- (a) Moderate Variable.
- (b) Control Variable.
- (c) Intervening Variable.
- (d) Dependent Variable.

11. The statement or assumption which the researcher tries to disprove or reject is called :

- (a) Null Hypothesis.
- (b) Alternative Hypothesis.
- (c) Alternative Objective.
- (d) None of these.

12. _____ is a question format that limits respondents with a list of answer choices.

- (a) Closed-Ended Question.
- (b) Open-Ended Question.
- (c) Interview Schedule.
- (d) All of these.

IV. 13. The data collected in the past or Published data is called _____.

- (a) Primary Data.
- (b) Research Data.
- (c) Secondary Data.
- (d) None of these.

14. Identify the source of primary data from the below list :

- (a) Interview Schedule.
- (b) Observation.
- (c) Questionnaire.
- (d) All of these.

15. The list of books typically referred by the researcher to complete the research topic is called ____.

- (a) Bibliography.
- (b) Book Catalogue.
- (c) Referred Books.
- (d) None of these.

16. Identify the advantage of face to face interviews from below :

- (a) Clarify Doubts.
- (b) Can Also Pick Up Non-verbal Cues.
- (c) Avoid Communication Barrier.
- (d) All of these.

(4 × 1 = 4)

Part B (Short Answer Questions)

*Answer any five questions.
Each question carries weight 1.*

17. Define fundamental research.
18. What is research methodology ?
19. What is the importance of review of literature ?
20. Distinguish between population and sample.
21. Define simple random sampling.
22. Distinguish between census and sample survey.
23. Differentiate between primary data and secondary data.
24. What are the disadvantages of telephonic interview ?

(5 × 1 = 5)

Part C (Short Essay Questions)

*Answer any four questions.
Each question carries weight 2.*

25. Explain the importance of quantitative and qualitative research.
26. Discuss the elements of a good research design.
27. Explain the steps involved in sampling plan.
28. Differentiate between judgment sampling and cluster sampling.
29. What are the requirements of a successful interview ?
30. What are the stages of writing research reports ?

(4 × 2 = 8)

Part D (Essays Questions)

*Answer any two questions.
Each question carries weight 4.*

31. Mr. Pradeep Kumar is the senior marketing manager of a leading toiletry soap manufacturing company in Kerala. When he started analyzing the sales data from January to June 2012 of southern Kerala market he realized that the sales of leading toiletry soap brand "skin care plus" is falling sharply.
 - (a) What type of research is the problem highlights ?
 - (b) Prepare a sampling plan ?
 - (c) Design a suitable questionnaire for the proposed problem.
32. Enumerate on different types of research design in detail ?
33. Explain various methods for collecting primary data for research.

(2 × 4 = 8)