

E 4237

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Reg. No.....

Name.....

**B.B.A. DEGREE (C.B.C.S.S.) EXAMINATION, OCTOBER 2012**

**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 The objective of a research is :

- (a) Theoretical.
- (b) Factual.
- (c) Practical.
- (d) All the above.

2 The research is always :

- (a) Exploring new knowledge.
- (b) Verifying the old knowledge.
- (c) Filling the gap within the knowledge.
- (d) Including all the above.

3 Which of the following is a non-probability sampling method ?

- (a) Judgement sampling.
- (b) Simple random sampling.
- (c) Systematic sampling.
- (d) Stratified sampling.

4 "Purposive Sampling" is also termed as :

- (a) Convenience sampling.
- (b) Quota sampling.
- (c) Judgement sampling.
- (d) Cluster sampling.

II. 5 The first important step in conducting a research study is :

- (a) Collecting the data.
- (b) Defining the problem.
- (c) Planning a sample.
- (d) Planning a research design.

6 Aggregation of elements from which the sample is actually drawn is called :

- (a) Sampling frame.
- (b) Sampling units.
- (c) Study population.
- (d) Element.

7 Survey of experienced individuals is an example of :

- (a) Exploratory Research.
- (b) Descriptive Design.
- (c) Quasi Experimental Design.
- (d) Experimental Design.

**Turn over**

8 The first basic step in a sampling process is :

- (a) Determination of sample size.
- (b) Selecting actual members of sample.
- (c) Choosing the appropriate sampling designs.
- (d) Defining the population.

III. 9 A 'census' may be preferable to a 'sample' when :

- (a) Population is large.
- (b) Population is small.
- (c) Variance in the characteristic being measured is small.
- (d) All of the above.

10 The major source of primary data includes :

- (a) Respondents.
- (b) Trade Statistics.
- (c) Research agencies.
- (d) Govt. agencies.

11 The term "Interview Schedule" refers to :

- (a) Self administered process by the respondent.
- (b) List of questions that will be discussed and recorded by the interviewer.
- (c) Highly structured.
- (d) Highly standardised.

12 Which of the following is Survey Technique ?

- (a) Personal Interview.
- (b) Telephone Survey.
- (c) Mail Survey.
- (d) All the above.

IV. 13 Mailed Questionnaires is a technique which is used for generating :

- (a) Primary Data.
- (b) Secondary Data.
- (c) Both (a) and (b).
- (d) Quantitative Data.

14 Which one of the following is treated as basis of evaluation for the proposed problem of research :

- (a) Novelty of a problem.
- (b) Presence of problem solving potentiality.
- (c) Possibilities of data collection from the sample.
- (d) All the above.

15 Variables manipulated in an experiment refers to :

- (a) Extraneous variable.
- (b) Dependent variables.
- (c) Both (a) and (b).
- (d) Independent variables.

16 \_\_\_\_\_ is a summary description of a measure in the selected sample.

- (a) Parameter. (b) Sample Error.  
(c) Statistic. (d) Sample size.

(4 × 1 = 4)

### Part B

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

- 17 What is pure research ?  
18 What is case study ?  
19 What is a random sample ?  
20 State the reasons why sampling is used in the context of research studies.  
21 What do you mean by non-probability sample ?  
22 What is meant by "Research Design" ?  
23 What is focussed interview ?  
24 Write a note on "Pre Testing".

(5 × 1 = 5)

### Part C

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

- 25 Explain the importance of social science research and bring out its limitations.  
26 Define Observation. Discuss its utility as a method of data collection.  
27 Briefly explain the importance of review of literature in research.  
28 Define Hypothesis. Mention the characteristics of a usable hypothesis.  
29 Discuss with examples "Exploratory research" and "Descriptive research".  
30 Discuss the essentials of an ideal sample.

(4 × 2 = 8)

### Part D

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

- 31 What are the guiding considerations in the construction of questionnaire ? You have been assigned the task of finding the various problems of railway commuters in Kottayam. Design a suitable questionnaire to be used in this study.  
32 Define Secondary data. State their chief sources and point out the dangers in their use and the precautions necessary to use them.  
33 What is a research problem ? What are its sources ? What are the main issues in formulating a research problem ?

(2 × 4 = 8)