

E 1335

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Reg. No.....

Name.....

B.B.A. DEGREE (C.B.C.S.S.) EXAMINATION, OCTOBER 2015

Third Semester

Complementary Course – RESEARCH METHODOLOGY

(2013 Admission onwards)

Time : Three Hours

Maximum : 80 Marks

Part A (Short Answer Questions)

Answer all questions.

Each question carries 1 mark.

Write the meaning of the following :

1. Research.
2. Action Research.
3. Non-sampling Error.
4. Technical Research Report.
5. Interview Schedule.
6. Null Hypothesis.
7. Census Inquiry.
8. Sample.
9. Group Interview.
10. Open end question.

(10 × 1 = 10)

Part B (Brief Answer Questions)

Answer any eight questions.

Each question carries 2 marks.

11. What is historical research?
12. Distinguish between Fundamental and Applied research.
13. State the characteristics of a good hypothesis.
14. What is probability sampling?
15. What is observation method?
16. What is in-depth interview?

Turn over

17. What is a pantry audit?
18. What are Pre-tests?
19. What are the important projective techniques?
20. Distinguish between descriptive and diagnostic research designs.
21. What do you mean by independent variable?
22. State the sources of research problem.

(8 × 2 = 16)

Part C (Descriptive/Short-Essay Type Questions)

Answer any six questions.

Each question carries 4 marks.

23. Discuss the qualities of a good research.
24. Write a note on case study method of research.
25. What is hypothesis? What are its sources?
26. What is Research Design? What are its major components?
27. Write a note on exploratory research design.
28. What are the merits and demerits of sample survey?
29. What are the contents of a Research Report?
30. Distinguish between Primary and Secondary data. Mention the sources of secondary data.
31. Define a sample design. Narrate the steps in sampling design.

(6 × 4 = 24)

Part D (Long Essays)

Answer any two questions.

Each question carries 15 marks.

32. Define Social research and explain its importance.
33. Give an account of various methods used for the collection of primary data.
34. What is a research problem? Explain the steps followed for defining a research problem.
35. What is a Research Report? Explain the various steps in report writing.

(2 × 15 = 30)