

E 3968

(Pages : 2)

Reg. No.....

Name.....

B.B.A. DEGREE (C.B.C.S.S.) EXAMINATION, OCTOBER 2016

Third Semester

Complementary Course—RESEARCH METHODOLOGY

(2013 Admission onwards)

Time : Three Hours

Maximum : 80 Marks

Part A

*Answer all questions.
Each question carries 1 mark.*

Write meaning of the following :

- 1 Research.
- 2 Empirical research.
- 3 Objectives of the study.
- 4 Pilot study.
- 5 Hypothesis.
- 6 Sampling.
- 7 Snow ball sampling technique.
- 8 Primary data.
- 9 Secondary data.
- 10 Interpretation.

(10 × 1 = 10)

Part B

*Answer any eight questions.
Each question carries 2 marks.*

- 11 What do you mean by research process ?
- 12 What are the uses of conceptual research ?
- 13 Define research problem.
- 14 State the criteria for a good research.
- 15 What are the importance of Observation method of data collection ?
- 16 What are the advantages Personal interview method of data collection ?
- 17 How does one frame research objectives ?

Turn over

- 18 What are the different sources of data for research ?
- 19 State the criteria for a good sampling.
- 20 What is stratified sampling ?
- 21 What are the various types of research report ?
- 22 What are the significance of oral presentation of research report ?

(8 × 2 = 16)

Part C

*Answer any six questions.
Each question carries 4 marks.*

- 23 Describe the research process.
- 24 What are the objectives of research ?
- 25 Explain the techniques of defining research problem.
- 26 State the significance of Pilot study in research.
- 27 List out the major components of a research design.
- 28 State the points to be considered while drafting Questionnaire.
- 29 Discuss the advantages and dis-advantages of personal interview method of data collection.
- 30 What precautions should a researcher take while interpreting his findings ?
- 31 What is report writing ? State the precautions to be taken in report writing.

(6 × 4 = 24)

Part D

*Answer any two questions.
Each question carries 15 marks.*

- 32 Explain different types of research.
- 33 Discuss the various methods of sampling with merits and demerits.
- 34 Explain the advantages and dis-advantages of primary and secondary data.
- 35 Describe the Layout of a research report.

(2 × 15 = 30)