

E 9279

(Pages : 2)

Reg. No.....

Name.....

B.B.A. DEGREE (C.B.C.S.S.) EXAMINATION, OCTOBER 2014

Third Semester

Complementary Course—RESEARCH METHODOLOGY

(2013 Admission)

Time : Three Hours

Maximum : 80 Marks

Part A

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

Short Answer Questions :

Write the meaning of the following :

1. Social science research.
2. Hypothesis.
3. Research problem.
4. Population.
5. Census method.
6. Questionnaire.
7. Observation.
8. Primary data.
9. Pilot study.
10. Bibliography.

(10 × 1 = 10)

Part B

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

Brief Answer Questions :

11. What is applied research ?
12. List out the qualities of a good research problem.
13. What is sampling error ?
14. What is experiment research ?
15. What is meant by simple random sampling ?

Turn over

16. What do you mean by popular research report ?
17. What is meant by sample design ?
18. State the major sources of secondary data.
19. What is participant observation ?
20. What is meant by survey of literature ?
21. What do you mean by descriptive research design ?
22. What is meant by clinical interview ?

(8 × 2 = 16)

Part C

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

Descriptive/Short Essay :

23. Explain the significance of research in modern times.
24. Explain the sources of a research problem.
25. Discuss the advantages and disadvantages of case study method.
26. Differentiate a schedule and a questionnaire.
27. Explain the questions to be avoided in a schedule.
28. Write a note on historical research.
29. What is sampling ? Discuss the qualities of a good sample.
30. Define secondary data. What are the advantages and disadvantages of secondary data ?
31. What are the requisites of a good research report ?

(6 × 4 = 24)

Part D

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

Essay :

32. Explain the various phases in a Research Process.
33. Explain the contents of a research report.
34. Explain the steps involved in conducting an interview.
35. Explain the components of a research design.

(2 × 15 = 30)