

(6 pages)

Reg. No. : .....

**Code No. : 20722 E      Sub. Code : CMBA 52/  
CMAM 52**

**B.B.A. (CBCS) DEGREE EXAMINATION,  
NOVEMBER 2024.**

**Fifth Semester**

**Business Administration – Core**

**RESEARCH METHODOLOGY**

(For those who joined in July 2021 & 2022 only)

Time : Three hours

Maximum : 75 marks

**PART A — (10 × 1 = 10 marks)**

**Answer ALL questions.**

Choose the correct answer :

1. A systematic study directed toward greater knowledge or understanding of the fundamental aspects of phenomena is called
  - (a) Applied research
  - (b) Basic Research
  - (c) Explanatory
  - (d) Qualitative

2. A research problem is feasible only when
  - (a) It has utility and relevance
  - (b) It is new and adds something to knowledge
  - (c) It is researchable
  - (d) All of the above
3. \_\_\_\_\_ is a framework for the methods and approaches.
  - (a) Research design      (b) Research problem
  - (c) Hypothesis      (d) Research aptitude
4. Research process starts with \_\_\_\_\_.
  - (a) Research type      (b) Research ethics
  - (c) Research problem      (d) Plagiarism
5. The main feature of secondary source of data is that \_\_\_\_\_.
  - (a) It provides first-hand information to the researcher
  - (b) It is more reliable compared to primary data
  - (c) It implies that the data is collected from its original source
  - (d) It involves collecting data from existing sources that had gathered primary data beforehand for their research purpose

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6. How is random sampling helpful?
- Reasonably accurate
  - An economical method of data collection
  - Free from personal biases
  - All of the above
7. \_\_\_\_\_ are developed by utilizing the item analysis approach.
- Likert Scales
  - Rating Scales
  - Factor Analysis
  - Semantic Scales
8. Arbitrary scales are developed on \_\_\_\_\_.
- Ad hoc
  - Permanent
  - Limitation
  - Scales
9. The popular report emphasis on \_\_\_\_\_ and \_\_\_\_\_.
- Simplicity and Attractiveness
  - Writing and Reading
  - Analysis and Data
  - Data collection and Questionnaire

10. Preliminary pages of the report should carry \_\_\_\_\_ and \_\_\_\_\_.
- Title and Date
  - Introduction and Summary
  - Results and Analysis
  - None of the above

PART B — (5 × 5 = 25 marks)

Answer ALL questions by choosing either (a) or (b).

Each answer should not exceed 250 words.

11. (a) Explain the scope of business research.
- Or
- (b) State the features of research.
12. (a) Explain the features of a good design.
- Or
- (b) Mention about any five important concepts relating to research design.
13. (a) State the features of Observation Method.
- Or
- (b) Outline about secondary data collection method.





14. (a) Describe an overview of statistical package.

Or

- (b) Bring down the uses of SPSS.

15. (a) Explain the content of report.

Or

- (b) Explain the steps in drafting report.

PART C — (5 × 8 = 40 marks)

Answer ALL questions by choosing either (a) or (b).

Each answer should not exceed 600 words.

16. (a) Discuss about the significance of research.

Or

- (b) Analyze the applications of business research.

17. (a) Briefly explain about the different research designs.

Or

- (b) Explain the important concepts relating to research designs.

18. (a) How to select Sample?

Or

- (b) Describe the merits and demerits of interview method.

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19. (a) Explain the importance of scales.

Or

- (b) Differentiate between interval and ratio scales.

20. (a) Elucidate about Bibliography.

Or

- (b) Explain the styles of reporting.

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