

(6 Pages)

Reg. No. :

Code No. : 20734 E Sub. Code : AABA 41

B.B.A. (CBCS) DEGREE EXAMINATION, APRIL 2022

Fourth Semester

Business Administration — Allied

RESEARCH METHODOLOGY

(For those who joined in July 2020 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. The conclusions/findings of which type of research cannot be generalized to other situations?
 - (a) Casual comparative research
 - (b) Historical research
 - (c) Descriptive research
 - (d) Experimental research

2. Which of the following features are considered as critical in qualitative research?
 - (a) Collecting data with the help of standardized research tools
 - (b) Design sampling with probability sample techniques
 - (c) Collecting data with bottom-up empirical evidence
 - (d) Gathering data with top-down schematic evidence
3. 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
4. What is the name of the conceptual framework in which the research is carried out?
 - (a) Research hypothesis
 - (b) Synopsis of research
 - (c) Research paradigm
 - (d) Research design

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5. Questions in which only two alternatives are possible is called _____

- (a) Multiple choice questions
- (b) Dichotomous questions
- (c) Open ended questions
- (d) Structured questions

6. How is random sampling helpful?

- (a) Reasonable accurate
- (b) An economical method of data collection
- (c) Free from personal biases
- (d) All of the above

7. Data analysis is a process of _____

- (a) Inspecting data (b) Transforming data
- (c) Cleaning data (d) All of the above

8. For what is the 'variable view' in SPSS's data editor used?

- (a) Entering data
- (b) Viewing output from data analysis
- (c) Writing syntax
- (d) Defining characteristics of variables

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9. The first page of a research report is _____

- (a) Appendix (b) Bibliography
- (c) Index (d) Title page

10. The main text provides the complete outline of the research report along with all details. It includes _____

- (a) Methodology
- (b) Analysis and interpretation
- (c) Findings and recommendations
- (d) All of the above

PART B — (5 × 5 = 25 marks)

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

Each answer should not exceed 250 words.

11. (a) What are the objectives of research?

Or

(b) Highlight the differences between qualitative and quantitative research.

12. (a) State the qualities of a good research design.

Or

(b) How do you identify gap in research?

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[P.T.O.]



13. (a) What are the points to be considered in construction of a questionnaire?

Or

- (b) Distinguish between probability and non-probability sampling.

14. (a) Describe the application of SPSS package in research.

Or

- (b) Write a note on 't-test'.

15. (a) List out the features of a good research report.

Or

- (b) Briefly explain various types of research reports.

PART C — (5 × 8 = 40 marks)

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

Each answer should not exceed 600 words.

16. (a) Explain the steps involved in the research process.

Or

- (b) Describe the different types of research.

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17. (a) Discuss the significance of hypothesis.

Or

- (b) How to develop a research design?

18. (a) State the advantages and disadvantages of observation method of data collection.

Or

- (b) Explain the various types of interviews.

19. (a) Enumerate the importance of statistical tools in research.

Or

- (b) Highlight the precautions to be followed while using SPSS package in research.

20. (a) Explain the steps involved in drafting a research report.

Or

- (b) Explain the content of a research report.

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