

(6 pages)

Reg. No. : .....

Code No. : 22467 E Sub. Code : SMBA 54

B.B.A. (CBCS) DEGREE EXAMINATION,  
NOVEMBER 2019.

Fifth Semester

Business Administration – Main

RESEARCH METHODOLOGY

(For those who joined in July 2017 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. This research is mainly concerned with generalizations and with the formulation of a theory.
- (a) Applied research
  - (b) Fundamental research
  - (c) Analytical research
  - (d) None of the above

2. Each step in the research proposal builds on.
- (a) References
  - (b) Peer critics
  - (c) Authors critique
  - (d) Problem statement
3. \_\_\_\_\_ is a set of elements taken from a larger population according to certain rules.
- (a) Sample
  - (b) Census
  - (c) Statistic
  - (d) Population
4. \_\_\_\_\_ hypothesis is usually the one which one wishes to prove.
- (a) Alternative
  - (b) Null
  - (c) Zero
  - (d) None of the above
5. The data which are collected from the field under the control and supervision of an investigator is known as
- (a) Primary data
  - (b) Secondary data
  - (c) Financial data
  - (d) None of the above
6. \_\_\_\_\_ scale is simply a system of assigning number symbols to events in order to label them.
- (a) Ordinal
  - (b) Interval
  - (c) Nominal
  - (d) Ratio

Page 2 Code No. : 22467 E



7. The process of marking segments of data with symbols, descriptive words, or category names is known as.
- (a) Segmenting                      (b) Coding  
(c) Colouring                      (d) Editing
8. It refers to the task of drawing inferences from the collected facts after an analytical and / or experimental study.
- (a) Hypothesis  
(b) Interpretation  
(c) Data processing  
(d) None of the above
9. This is a list of books in some way pertinent to the research which has been done.
- (a) Footnote  
(b) Bibliography  
(c) Addenda  
(d) None of the above
10. A \_\_\_\_\_ report is used whenever a full written report of the study is required whether for record-keeping or for public dissemination.
- (a) Technical                      (b) Popular  
(c) Oral                      (d) None of the above

Page 3    Code No. : 22467 E

PART B — (5 × 5 = 25 marks)

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

Answer should not exceed 250 words.

11. (a) Describe various criteria of good research.
- Or
- (b) What are the different steps involved in a research process?
12. (a) Describe the criteria of selecting sampling procedure.
- Or
- (b) What are the various steps involved in hypothesis testing?
13. (a) Write down the merits of interview method of data collection.
- Or
- (b) What are the different methods of scale construction?
14. (a) Write down the need for interpretation in research.
- Or
- (b) What are the functions of percentage analysis?

Page 4    Code No. : 22467 E

[P.T.O.]



15. (a) What are the different items of a research report?

Or

- (b) Write down the guidelines for writing footnotes.

PART C — (5 × 8 = 40 marks)

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

Answer should not exceed 600 words.

16. (a) Discuss the different research designs used in research studies.

Or

- (b) Explain the points to be observed while selecting the research problem.

17. (a) Explain in detail various probability sampling techniques.

Or

- (b) Discuss the characteristics of a good research hypothesis.

18. (a) Explain the features of observation method of data collection.

Or

- (b) Explain the different methods of scale construction, pointing out the merits and demerits of each.

Page 5 Code No. : 22467 E

19. (a) Discuss the precautions that the researcher should take while interpreting his findings.

Or

- (b) Explain the various tools used for data analysis in research.

20. (a) Discuss the significance of research report writing.

Or

- (b) Explain the basic principles of good report writing.
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Page 6 Code No. : 22467 E

