

(6 Pages)

Reg. No. :

Code No. : 22475 E Sub. Code : SMBA 54

B.B.A. (CBCS) DEGREE EXAMINATION,
NOVEMBER 2020.

Fifth Semester

Business Administration — Main

RESEARCH METHODOLOGY

(For those who joined in July 2017 onwards)

Time : Three hours

Maximum : 75 marks

PART A — ($10 \times 1 = 10$ marks)

Answer ALL the questions.

Each question carries 1 mark.

Choose the correct answer :

1. This research aims at finding a solution for an immediate problem facing a society or an industrial organization
 - (a) Applied research
 - (b) Fundamental research
 - (c) Analytical research
 - (d) None of the above

2. After formulating the research problem, the researcher has to undertake an extensive
- (a) Literature survey
 - (b) Field study
 - (c) Data collection work
 - (d) Population study
3. The process of drawing a sample from a population is known as _____
- (a) sampling (b) census
 - (c) survey research (d) random
4. Sampling error can be estimated in
- (a) Probability sampling
 - (b) Statistical sampling
 - (c) Non probability sampling
 - (d) Conventional sampling
5. Which of these is not a method of data collection?
- (a) experiments (b) interviews
 - (c) observations (d) questionnaires

6. This scale involves qualitative description of a limited number of aspects of a thing or of traits of a person
- (a) Rating scale (b) Ranking scale
(c) Differential scale (d) None of the above
7. _____ of data is a process of examining the collected raw data to detect errors and omissions
- (a) editing (b) coding
(c) classification (d) tabulation
8. The chi-square test is designed by
- (a) Karl Pearson (b) Gauss
(c) Fisher (d) Laplace
9. It is an alphabetical listing of topics along with the numbers of the pages in a report on which they are discussed
- (a) Footnote (b) Bibliography
(c) Subject index (d) None of the above
10. Research report should be written in a concise and objective style in
- (a) Standard language
(b) American English
(c) British English
(d) Simple language

PART B — ($5 \times 5 = 25$ marks)

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

Each answer should not exceed 250 words.

11. (a) What are the different types of research?

Or

- (b) What are the components of a research problem?

12. (a) Describe the main advantages of sampling.

Or

- (b) What are the various steps involved in hypothesis testing?

13. (a) What are the sources of primary data?

Or

- (b) State the different scales of measurement.

14. (a) What are the different tools used to classify and present the research data.

Or

- (b) Write down the need for interpretation in research.

15. (a) What are the different steps in writing research reports?

Or

- (b) Describe the features of a good research design.

PART C — ($5 \times 8 = 40$ marks)

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

Each answer should not exceed 600 words.

16. (a) Discuss the types of exploratory research with examples.

Or

- (b) Explain the different steps involved in a research process.

17. (a) Explain and illustrate the procedure of selecting a random sample.

Or

- (b) Distinguish between Type I errors and Type II errors with examples.

18. (a) Explain the difference between questionnaires and schedules.

Or

- (b) Explain the sources of secondary data used in a research.

19. (a) Discuss the generally accepted principles of tabulation.

Or

- (b) Describe the conditions for the application of Chi-square test.

20. (a) Discuss the precautions that the researcher should take while writing research reports.

Or

- (b) Explain the layout of a research report covering all the relevant points.
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