Reg. No. : ....

Code No. : 12476 E   Sub. Code : SMBA 54

B.B.A. (CBCS) DEGREE EXAMINATION, APRIL 2021.

Fifth Semester

Main — Business Administration

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. Which one of the following is a way to systematically solve the research problem?

    (a) Research method

    (b) Research techniques

    (c) Research methodology

    (d) Research design

2. ———————— is the first step in research planning process.

   (a) Selection of a problem for research

   (b) Formulation of the selected problem

   (c) Formulation process

   (d) All of the above

3. An essential criterion of scientific study is ————————

   (a) Belief   (b) Value

   (c) Objectivity   (d) Sensitivity

4. Which one of the following is the first step in starting the research process?

   (a) Searching of information to locate problem

   (b) Survey of related literature

   (c) Identification of problem

   (d) Searching for solutions to the problem

5. Analytical design is a part of ———————— design.

   (a) Local control   (b) Exploratory

   (c) Diagnostic   (d) Experimental

6. ――――――― sampling is a non-probability sampling.

   (a) Convenience

   (b) Cluster

   (c) Sequential

   (d) Systematic random sampling

7. ――――――― data refers to those data which are gathered by actual observation, measurement and count during the course of investigation.

   (a) Tertiary   (b) Secondary

   (c) Primary   (d) Observed

8. Systematic sampling is one of the methods of ――――――― sampling methods.

   (a) Non-random   (b) Purposive

   (c) Quota   (d) Random

9. Which one is the last step in the preparation of research report?

   (a) Defining the problem

   (b) Establishing objectives

   (c) Report writing

   (d) Methodology

10. ——————— is the process of summarizing raw data and displaying it is compact form for further analysis.

(a) Coding   (b) Editing

(c) Classification   (d) Tabulation

PART B — (5 × 5 = 25 marks)

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

Each answer should not exceed 250 words.

11. (a) Analyse the significance of research.

Or

(b) Explain the different types of research problem.

12. (a) Explain the types of tabulation.

Or

(b) Enumerate the purposes of statistical analysis.

13. (a) What are the basic principles of sampling?

Or

(b) Distinguish between simple random sampling and stratified random sampling.

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14. (a) What are the objectives of questionnaire method?

Or

(b) State the circumstances in which observation method is adopted.

15. (a) Differentiate schedule from questionnaire.

Or

(b) List out the purposes of reports.

PART C — (5 × 8 = 40 marks)

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

Each answer should not exceed 600 words.

16. (a) What are the merits and demerits of historical research?

Or

(b) Explain steps involved in research process.

17. (a) Explain the interpretation of analyzed data.

Or

(b) Discuss about any two tool used for data analysis.

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18. (a) Explain the merits and demerits of non pubability sampling.

Or

(b) State the characteristics of good hypothesis with suitable example.

19. (a) What are the merits and demerits of questionnaire method of data collection?

Or

(b) What do you mean by data processing? Explain its steps.

20. (a) Explain the qualities of a good research report.

Or

(b) What are the essentials of a report?

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