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**Fifth Semester B.B.A. Degree Examination, October 2015
(Career Related First Degree Programme Under CBCSS)**

Group – 2 (b)

Core Course

BM 1542 : RESEARCH METHODOLOGY

(2013 Admn.)

Time : 3 Hours

Max. Marks : 80

SECTION – A

Write short answers to **ten** questions in **one** or **two** sentences **each**. **Each** question carries **1** mark.

1. Define research.
2. What do you mean by a 'case study' ?
3. What is exploratory research ?
4. What do you mean by population ?
5. Define sampling.
6. What is survey ?
7. What is induction ?
8. What is a research synopsis ?
9. What do you mean by plagiarism ?
10. Name any two computer packages for data analysis.

SECTION – B

Answer any eight questions in not exceeding one paragraph. Each question carries two marks.

11. How would you differentiate between a survey and a field study?
- ✓ 12. What is a research design?
13. Write a note on research audit.
- ✓ 14. Explain the meaning of random sampling.
- ✓ 15. Briefly state the advantages of direct personal interviews.
- ✓ 16. What do you mean by a pilot study?
- ✓ 17. What do you mean by review of literature?
18. Write a note on sampling error.
19. What is conceptual research?
20. What is hypothesis?
21. What is stratified sampling?
- ✓ 22. What is extraneous variable?

SECTION – C

Answer any six questions in not exceeding one page each. Each question carries 4 marks.

23. What are the precautions to be taken by the researcher while using secondary data?
24. What are the forms of questionnaires?
- ✓ 25. Explain the scaling techniques used in research.
- ✓ 26. Point out the stages of report writing.
27. What are the important principles of sampling?



28. Distinguish questionnaire from schedule.

29. Give short notes on :

- a) Snow ball sampling
- b) Quota sampling.

30. List the features of a research design.

31. Show the differences between applied research and pure research.

SECTION – D

Answer any two questions in not exceeding four pages each. Each question carries 15 marks.

32. What is graphical representation of data ? What are the types of graphs used in research ?

33. What are the essential stages of successful report writing ?

34. Explain the stages of research design.

35. Explain important methods of sampling.
