



(Pages : 2)

B – 1707

Reg. No. :

Name :

**Fifth Semester B.B.A. Degree Examination, November 2016
(Career Related First Degree Programme under CBCSS)**

Group 2(b)

Core Course

**BM 1542 : RESEARCH METHODOLOGY
(2014 Admn.)**

Time : 3 Hours

Max. Marks : 80

SECTION – A

I. Answer **all** questions in **one** or **two** sentences. **Each** question carries **1** mark.

- 1) Define Research.
- 2) What is Pure Research ?
- 3) What is Periodic Evaluation ?
- 4) What is survey ?
- 5) What do you mean by Hypotheses ?
- 6) Define 'Primary Data'.
- 7) What is Observation ?
- 8) What do you mean by Coding ?
- 9) What is Research Report ?
- 10) What is Bibliography ?

(10×1=10 Marks)

SECTION – B

II. Answer **any 8** questions. **Each** question carries **2** marks.

- 11) What are Foot notes ?
- 12) What is Pilot Study ?
- 13) What is Replication ?
- 14) Explain projective technique.
- 15) What is measurement ?

P.T.O.

B – 1707

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34 35 36 37 38 39 40 41 42 43 44 45 46 47 48 49 50

- 16) Explain data processing.
- 17) What is cross-sectional survey ?
- 18) What is basic research ?
- 19) What do you mean by classification ?
- 20) What is Diagnostic study ?
- 21) What is meant by Action Research ?
- 22) What is Research Problem ?

(8×2=16 Marks)

SECTION – C

III. Answer **any 6** questions. **Each** question carries **4** marks.

- 23) Explain the functions of Research Report.
- 24) Explain the qualities of a good Hypotheses.
- 25) Briefly describe the steps involved in survey.
- 26) Explain the different sources of problems.
- 27) Explain briefly the various methods of data collection.
- 28) Explain the functions of Pilot study.
- 29) Briefly explain the different types of Reports.
- 30) Explain the components of a Table.
- 31) Briefly explain the interviewing process.

(6×4=24 Marks)

SECTION – D

IV. Answer **any 2** questions. **Each** question carries **15** marks.

- 32) Explain the contents of a Research Report.
- 33) What do you mean by Research Problem Identification ? Explain the criteria for selection of a research problem.
- 34) What do you mean by Research Design ? Explain its importance.
- 35) What is Tabulation ? State the contents of a Table.

(2×15=30 Marks)