

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
(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. Define sampling.
3. What is a research synopsis ?
4. What is induction ?
5. What is exploratory research ?
6. What is meant by plagiarism ?
7. What is a schedule ?
8. What is tabulation ?
9. What is bivariate analysis ?
10. What is a pilot study ?



SECTION – B

Answer any eight questions in not exceeding one paragraph. Each question carries 2 marks.

11. What is a research design ?
12. Explain the meaning of random sampling.
13. Give a note on sampling error.
14. What is hypothesis ?
15. What is stratified sampling ?
16. What do you mean by review of literature ?
17. Define observation.
18. What is extraneous variable ?
19. What is scaling ?
20. What is a histogram ?
21. What do you mean by bibliography ?
22. What are the different sources of secondary data ?

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. Explain the scaling techniques used in research.
25. Point out the stages of report writing.
26. Distinguish questionnaire from schedule.
27. Give short notes on : a) Snow-ball sampling b) Quota sampling.
28. List the features of a research design.



29. Discuss the significance of research.
30. What are the important principles of sampling ?
31. Explain the steps involved in constructing a questionnaire.

SECTION - D

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

32. Describe the research process in detail.
 33. What is graphical representation of data ? What are the types of graphs used in research ?
 34. Explain important methods of sampling.
 35. Illustrate some descriptive statistical measures used for data analysis.
-