



Reg. No. :

Name :

**Fifth Semester B.B.A. Degree Examination, December 2017
Career Related First Degree Programme under CBCSS
Core Course : BM 1542 : RESEARCH METHODOLOGY
(2014 Admission)**

Time : 3 Hours

Max. Marks : 80

SECTION – A

Answer **all** the questions in **one** or **two** sentence. **Each** question carries **1** mark.

(10×1 = 10 Marks)

1. What is quantitative research ?
2. What are fundamental research ?
3. What is a research problem ?
4. What is research hypothesis ?
5. What is sample design ?
6. What is nominal scale ?
7. What is a primary data ?
8. What is editing ?
9. What is SPSS ?
10. What is summated scale ?



SECTION – B

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

(8x2 = 16 Marks)

11. What are the motivations of research ?
12. What are Dependent and independent variables ?
13. What are the features of a good sample design ?
14. What is a test of validity ?
15. What are the techniques of developing measurement tools ?
16. What are the merits of questionnaire ?
17. What is a multivariate analysis ?
18. What do you mean by interpretation ?
19. What are research designs ?
20. What is classification ?
21. What is null and alternative hypothesis ?
22. What is a schedule ?

SECTION – C

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

(6x4 = 24 Marks)

23. What are the significance of research ?
24. State the technique involved in defining a problem.
25. What are the features of a good research design ?
26. Explain random and non random sample techniques.



27. What are the classification of measurement scales ?
28. Explain Likerts scale.
29. What are the essentials of a good questionnaire ?
30. What are generally accepted principles of tabulation ?
31. Explain Type I and Type II error.

SECTION - D

Answer any 2 questions. Each questions carries 15 marks. (2×15 = 30 Marks)

32. What is research design and what are the steps in developing a research design ?
 33. Describe research report and its layout.
 34. Enumerate the different methods of collecting data.
 35. Define research and what are the criteria of good research. What are the problems encountered by researchers ?
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