



Reg. No. :

Name :

Fifth Semester B.B.A. Degree Examination, December 2018
Career Related First Degree Programme under CBCSS
Core Course : BM 1542 : RESEARCH METHODOLOGY
(2015 Admission Onwards)

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 applied research ?
- 3) What you mean by secondary data ?
- 4) What is SPSS ?
- 5) What is tabulation ?
- 6) What is educational research ?
- 7) What is research bias ?
- 8) What is hypotheses ?
- 9) What is type II error ?
- 10) What do you mean by probability sampling ? **(10×1=10 Marks)**

SECTION – B

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

- 11) What are the objectives of research ?
- 12) What is exposit facto research ?
- 13) Write a note on null hypothesis.
- 14) What is census method ?

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- 15) Explain research design.
- 16) What is historical method of research ?
- 17) What is depended and independent variable ?
- 18) What is convenient sampling ?
- 19) Discuss random sampling.
- 20) What do you mean by sample ?
- 21) What is indirect oral interview ?
- 22) What is data collection ?

(8x2=16 Marks)

SECTION – C

III. Answer **any 6** questions **not** exceeding **one** page. **Each** question carries **4** marks.

- 23) What are the pros and cons of survey method ?
- 24) Explain the importance of research design.
- 25) What do you mean by questionnaire ? Explain about the qualities of good questionnaire.
- 26) What are types of observation ?
- 27) What are the steps involved in sample design ?
- 28) Discuss about the problems encountered by researchers in India.
- 29) What are the scaling construction techniques ?
- 30) What is judgment sampling ? Discuss about the advantages and disadvantages.
- 31) Distinguish between basic research and applied research.

(6x4=24 Marks)

SECTION – D

IV. Answer **any 2** questions **not** exceeding **four** pages. **Each** question carries **15** marks.

- 32) What are the sources of secondary data and how it differentiates from primary data ?
- 33) What is research design ? Explain the concepts of research design and what are the types research design.
- 34) Explain a) the steps to be followed in writing a report b) layout of research report.
- 35) a) Different types of research.
b) Difference between research method and research methodology.

(2x15=30 Marks)
