

(6 pages)

Reg. No. :

Code No. : 12302 E Sub. Code : SMBA 54

B.B.A. (CBCS) DEGREE EXAMINATION,
NOVEMBER 2021.

Fifth Semester

Business Administration — Main

RESEARCH METHODOLOGY

(For those who joined in July 2017 onwards)

Time : Three hours

Maximum : 75 marks

PART A — ($10 \times 1 = 10$ marks)

Answer ALL questions.

Choose the correct answer :

1. _____ research is aimed at finding solutions to the immediate problem.
(a) Basic (b) Applied
(c) Fundamental (d) Descriptive
2. In case of survey data can be collected by
(a) Observation
(b) Personal Observation
(c) Telephone interview
(d) Any or all the above

3. Which one of the following is the first step in starting the research process?
- (a) Searching sources of information to locate problem
 - (b) Survey of related literature
 - (c) Identification of problem
 - (d) Searching solutions to the problem
4. _____ is the blue print of action.
- (a) Methodology (b) Research design
 - (c) Objectives (d) Chapter scheme
5. Scientific method is committed to _____.
- (a) Ethics (b) Proposition
 - (c) Objectivity (d) Neutrality
6. A _____ refers to the technique or the procedure the researcher adopts for selecting items for the sample from the population or unit.
- (a) Sampling (b) Sampling frame
 - (c) Sample design (d) Sample unit

7. Under _____ classification, data are classified on the basis of area.
(a) Time (b) Geographical
(c) Quantitative (d) Demographic
8. _____ method of data collection is suitable to literate respondents.
(a) Observation (b) Questionnaire
(c) Survey (d) Tabulation
9. Analysis is not complete without _____.
(a) Interpretation (b) Tabulation
(c) Classification (d) Coding
10. Which one of the following is an integral part of a research process?
(a) Report writing (b) Classification
(c) Interpretation (d) Analysis

PART B — ($5 \times 5 = 25$ marks)

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 250 words.

11. (a) Give the meaning of pure research. State its merits and demerits.
Or
(b) Differentiate Applied Research from pure research.

12. (a) What are the methods of data analysis in research?

Or

- (b) State the process of data analysis.

13. (a) Point out the merits of sampling.

Or

- (b) What are the merits of convenience sampling?

14. (a) Narrate the features of secondary sources.

Or

- (b) What are the objectives of Questionnaire Method?

15. (a) State the qualities of good research report.

Or

- (b) What are the precautions to be considered by a researcher while preparing a research report?

PART C — ($5 \times 8 = 40$ marks)

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 600 words.

16. (a) Explain the experimental and analytical research and its uses.

Or

- (b) Explain the scope of business research.

17. (a) Explain the followings :

- (i) Dependent and independent variables
- (ii) Research hypothesis
- (iii) Experiment.

Or

- (b) What are the factors to be considered in selecting the method of data analysis?

18. (a) Explain the merits and limitations of sampling techniques.

Or

- (b) Explain any two methods of probability sampling.

19. (a) Discuss the merits and demerits of observation method of data collection.

Or

- (b) What are the sources for the secondary data?

20. (a) Explain the classification of research reports.

Or

- (b) Explain the various components of research report.
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