

(6 pages)

Reg. No. :

Code No. : 10426 E

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B.B.A. (CBCS) DEGREE EXAMINATION,
NOVEMBER 2022.

Fourth Semester

Business Administration – Allied

RESEARCH METHODOLOGY

(For those who joined in July 2020 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL the questions.

Choose the correct answer :

1. Which of the following does not correspond to characteristics of research?
 - (a) Research is not passive
 - (b) Research is systematic
 - (c) Research is not a problem-oriented
 - (d) Research is not a process

2. The process not needed in experimental research is _____.
 - (a) Controlling
 - (b) Observation
 - (c) Reference collection
 - (d) Manipulation and replication.
3. Research problem is selected from the standpoint of _____.
 - (a) Social relevance
 - (b) Financial support
 - (c) Researcher's interest
 - (d) Availability of relevant literature
4. How can we enhance the research objective?
 - (a) By making it more valid
 - (b) By making it more reliable
 - (c) By making it more impartial
 - (d) All of the above

5. The main problem in questionnaire is _____.
 - (a) Accessible to Diverse Respondent
 - (b) Greater Anonymity
 - (c) Shows an inability of respondent to provide information
 - (d) None of these
6. Which technique is generally followed when the population is finite?
 - (a) Systematic Sampling Technique
 - (b) Purposive Sampling Technique
 - (c) Area Sampling Technique
 - (d) None of the above
7. _____ are the types of Data Analysis Methods.
 - (a) Descriptive analysis
 - (b) Exploratory analysis
 - (c) Diagnosis analysis
 - (d) All of the above
8. Which of the numbers below might SPSS report as 10.574 E-05?

(a) 0.00010574	(b) 10.569
(c) 1057400.0	(d) 0000.10574

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9. The last stage of research process is _____.
 - (a) review of literature
 - (b) research design
 - (c) report writing
 - (d) data analysis
10. Appendix to the report includes _____.
 - (a) Questionnaires
 - (b) Sample information
 - (c) Mathematical derivations
 - (d) All of the above

PART B — (5 × 5 = 25 marks)

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

Each answer should not exceed 250 words.

11. (a) State the significance of research.
Or
(b) Write a note on Census survey.
12. (a) Why hypotheses are set in research?
Or
(b) Explain the different types of variables.

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[P.T.O.]

13. (a) What do you mean by sampling errors?

Or

(b) State the merits of pilot study.

14. (a) Describe the importance of data analysis in research.

Or

(b) Explain Chi-square test.

15. (a) What is a Technical report? Explain.

Or

(b) Explain the APA Format in writing references.

PART C — (5 × 8 = 40 marks)

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

Each answer should not exceed 600 words.

16. (a) Explain the applications of research in business.

Or

(b) Enumerate the features of Qualitative research.

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17. (a) Discuss the role of research questions.

Or

(b) Describe the steps involved in developing a research design.

18. (a) Explain the Scaling techniques.

Or

(b) Briefly explain the Non-probability sampling methods.

19. (a) Explain some of the Statistical tools used for analysis of data.

Or

(b) Describe the uses of SPSS in data analysis.

20. (a) Explain the steps involved in drafting a research report.

Or

(b) Discuss about the layout of a research report.

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