



23126951

QP CODE: 23126951

Reg No :

Name :

**BBA DEGREE (CBCS) REGULAR / IMPROVEMENT / REAPPEARANCE
EXAMINATIONS, OCTOBER 2023**

Third Semester

Bachelor of Business Administration

CORE COURSE - BA3CRT13 - RESEARCH METHODOLOGY

2017 Admission Onwards

01E5B61A

Time: 3 Hours

Max. Marks : 80

Part A

*Answer any **ten** questions.*

*Each question carries **2** marks.*

1. List out the steps in research process.
2. What is meant by historical research?
3. Which type of research is based on qualitative measurements? Give two examples.
4. How do you define a research problem?
5. What is meant by experience survey?
6. Illustrate independent variable with example.
7. What is meant by non sampling error?
8. What is meant by primary data?
9. What are the tools available for collecting primary data?
10. What is meant by review of literature?
11. What are the types of research reports?
12. What is oral report ? What are its demerit?

(10×2=20)

Part B

*Answer any **six** questions.*

*Each question carries **5** marks.*





13. Elaborate on Research methods Vs. Methodology.
14. What do you mean by research? Explain it's significance in modern times.
15. Illustrate the process of defining a research problem.
16. Explain the meaning and significance of research design.
17. Write short notes on: a) Cluster Sampling b) Multistage sampling
18. Explain the criteria of selecting a method for data collection.
19. State the advantages of collecting primary data.
20. Explain the importance of interpretation in research.
21. Explain the structure of a research report.

(6×5=30)

Part C

*Answer any **two** questions.
Each question carries **15** marks.*

22. What is research? What are its objectives and uses?
23. Research design is the blue print of a research'. Substantiate.
24. Examine the features and sources of secondary data.
25. Explain the significance of a research report and narrate the steps involved in writing a report.

(2×15=30)

