

QP CODE: 18103302



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Reg No : 85378  
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**BBA DEGREE (CBCS) EXAMINATION, NOVEMBER 2018**

**Third Semester**

Bachelor of Business Administration

**CORE COURSE - BA3CRT13 - RESEARCH METHODOLOGY**

2017 Admission Onwards

1B8884A0

**Maximum Marks: 80**

**Time: 3 Hours**

**Part A**

Answer any **ten** questions.

Each question carries **2** marks.

1. List out the steps in research process
2. Define descriptive research
3. Differentiate between quantitative and qualitative research
4. How do you define a research problem?
5. What is meant by pilot survey?
6. Differentiate between sampling errors and non sampling errors
7. Define simple random sampling
8. What is meant by primary data?
9. Give any two advantages of primary data
10. Write any two characteristics of observation method
11. What is the purpose of interpretation in research?
12. What is meant by popular report?

(10×2=20)

**Part B**

Answer any **six** questions.

Each question carries **5** marks.

13. Discuss the nature of research
14. What are the objectives of research?
15. Critically examine various sources of research problem



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16. Define a research design and explain its components
17. What is meant by sample design? What points should be taken into consideration by a researcher in developing a sample design
18. Explain the criteria of selecting a method for data collection
19. Describe the characteristics of secondary data
20. What are the essentials of good research report?
21. Illustrate the steps in writing research report

(6×5=30)

**Part C**

Answer any **two** questions.

Each question carries **15** marks.

22. Describe various types of research by pointing out their differences clearly.
23. Explain the meaning, significance and features of a research design
24. What is secondary data? Explain its sources, merits and demerits.
25. Describe the layout of a research report

(2×15=30)