

**E 7613**

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**B.B.A. DEGREE (C.B.C.S.S.) EXAMINATION, OCTOBER 2017**

**Third Semester**

Complementary Course—RESEARCH METHODOLOGY

(2013 Admission onwards)

Maximum Marks : 80

Time : Three Hours

**Part A**

*Answer all questions.  
Each question carries 1 mark.*

Write meaning of the following :—

1. Research process.
2. Applied research.
3. Review of Literature.
4. Pilot study.
5. Research design.
6. Sampling design.
7. Primary data.
8. Secondary data.
9. Popular report.
10. Lay out of report.

(10 × 1 = 10)

**Part B**

*Answer any eight questions.  
Each question carries 2 marks.*

- 11✓ State the steps to be followed in a research process.
- 12✓ What are the features of fundamental research ?
- 13✓ What are the techniques of defining research problem ?
14. State the features of snow ball sampling.
- 15✓ What are the sources to identify the research problem ?
- 16✓ What are the disadvantages of Personal interview method of data collection ?

**Turn over**

17. What are the various elements of research design ?
- 18✓ What is Multi-stage sampling technique ?
- 19✓ Why does sampling error occur ?
20. Under the circumstances stratified random sampling design is considered appropriate.
21. Explain the steps in drafting reports.
22. State the importance of oral presentation of research report.

(8 × 2 = 16)

### Part C

*Answer any six questions.  
Each question carries 4 marks.*

- 23✓ Examine the various types of research and their relative merits and demerits.
- 24✓ What are the characteristics of good questionnaire ?
25. Explain various source of research problem.
- 26✓ Explain the advantages of primary data.
- 27✓ What are the differences between Interview schedule and Questionnaire ?
- 28✓ What is Hypothesis ? Explain its importance in research.
29. Explain the factors to be considered while deciding sample size.
- 30✓ Explain various types of research reports.
31. Highlight the Layout of a research report.

(6 × 4 = 24)

### Part D

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

- 32✓ What is meant by Research ? Explain its objectives and significance.
- 33✓ Explain the advantages and dis-advantages of secondary data.
34. Explain the probability and non-probability sampling methods. Which one would be an ideal method for the scientific research ?
35. What are the precautionary measurements to be taken by a researcher in interpretation of data ? Explain the techniques of interpretation.

(2 × 15 = 30)