

Code No. : 10662 E Sub. Code : CMBA 52

B.B.A. (CBCS) DEGREE EXAMINATION,
NOVEMBER 2023

Fifth Semester

Business Administration – Core

RESEARCH METHODOLOGY

(For those who joined in July 2021- 2022)

Time : Three hours Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. Research is _____
 - (a) Searching again and again
 - (b) Finding solution to any problem
 - (c) Working in a scientific way to search for truth of any problem
 - (d) None of the above

6. What is the meaning of cluster sampling?
 - (a) It is a process where the sampling universe is divided into multiple groups
 - (b) It is a process where the samples for a study is obtained through conscious selection
 - (c) It is a process where the samples for a study are selected at regular intervals
 - (d) It is a process through which the sample for a study is divided into multiple groups
7. The scales has an arbitrary zero _____
 - (a) Interval Scale (b) Nominal Scale
 - (c) Ratio Scale (d) Ordinal Scale
8. _____ scale is simply a system of assigning number symbols to events.
 - (a) Nominal (b) Ordinal
 - (c) Interval (d) Ratio
9. Semantic Differential scale developed by
 - (a) Charles E. Osgood (b) C. R. Kothari
 - (c) Philip Kotler (d) Henry Foyal

2. Applied research is a type of research on the basis of _____
 - (a) Application
 - (b) Objective
 - (c) Types of Information sought
 - (d) Application and objective
3. What is the name of the conceptual framework in which the research is carried out?
 - (a) Research hypothesis
 - (b) Synopsis of research
 - (c) Research paradigm
 - (d) Research Design
4. In order to pursue the research, which of the following is priorly required?
 - (a) Developing a research design
 - (b) Formulating a research question
 - (c) Deciding about the data analysis procedure
 - (d) Formulating a research hypothesis
5. The term "data" came from the Latin root term-
 - (a) Detem (b) Datam
 - (c) Datum (d) Data

10. Interpretation refers to the task of _____ from the collected facts.
 - (a) Drawing inferences (b) Drawing conclusion
 - (c) Establish research (d) None 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) Explain the objectives of research.
Or
(b) Compare and Contrast between Qualitative and Quantitative Research.
12. (a) Explain the need of research design.
Or
(b) How research design be categorized?
13. (a) Mention about Interview Method of data collection.
Or
(b) Outline any two data collection methods.
14. (a) State the primary scales of measurement.
Or
(b) Bring down the various scaling techniques.

15. (a) Explain the types of reports.

Or

(b) Briefly explain about the qualities of report.

PART C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b)
Each answer should not exceed 600 words.

16. (a) Elucidate the problems encountered by researchers in India.

Or

(b) Elaborate the various types of research.

17. (a) Describe the different steps involved in a research process.

Or

(b) Elaborate on Experimental research design.

18. (a) Explain the different methods of data collection.

Or

(b) Describe the types of sampling.

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19. (a) Explain about the Multi-Dimensional Scale with an example.

Or

(b) Briefly explain about uses of SPSS.

20. (a) Elucidate the steps in drafting the reports.

Or

(b) Explain about the precautions for writing research reports.

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