

B.B.A. DEGREE EXAMINATION, NOVEMBER 2018
III Year V Semester
Core Elective- Paper I
RESEARCH METHODOLOGY

Time : 3 Hours

Max.marks :75

Section A ($10 \times 2 = 20$) Marks

Answer any **TEN** questions

1. What is Research?
2. Write the objectives of Research.
3. What is Research design?
4. Who is a respondent?
5. What are the sources of data?
6. What is meant by a questionnaire?
7. What is mail survey?
8. Define an interview.
9. List out the types of scales used in research.
10. Define hypothesis.
11. What is research report?
12. List the types of research reports.

Section B ($5 \times 5 = 25$) Marks

Answer any **FIVE** questions

13. Define Research. What are the characteristics of a good research?
14. Explain the research process.
15. Define hypothesis and explain its advantages.
16. Explain the difference between questionnaire and schedule.
17. Explain briefly the types of scales used in measurement.
18. Enumerate the advantages and disadvantages of Interview method of data collection.
19. Explain the guidelines for writing a research report.

Section C ($2 \times 15 = 30$) Marks

Answer any **TWO** questions

20. Enumerate the problems encountered by researchers in India.
21. What is meant by research design? Explain the different types of research design.
22. Discuss the different methods of collecting data.
23. What is summated scales technique? Explain its advantages and disadvantages.

B.B.A. DEGREE EXAMINATION, NOVEMBER 2018
III Year V Semester
Core Elective- Paper I
RESEARCH METHODOLOGY

Time : 3 Hours

Max.marks :75

Section A ($10 \times 2 = 20$) Marks

Answer any **TEN** questions

1. What is Research?
2. Write the objectives of Research.
3. What is Research design?
4. Who is a respondent?
5. What are the sources of data?
6. What is meant by a questionnaire?
7. What is mail survey?
8. Define an interview.
9. List out the types of scales used in research.
10. Define hypothesis.
11. What is research report?
12. List the types of research reports.

Section B ($5 \times 5 = 25$) Marks

Answer any **FIVE** questions

13. Define Research. What are the characteristics of a good research?
14. Explain the research process.
15. Define hypothesis and explain its advantages.
16. Explain the difference between questionnaire and schedule.
17. Explain briefly the types of scales used in measurement.
18. Enumerate the advantages and disadvantages of Interview method of data collection.
19. Explain the guidelines for writing a research report.

Section C ($2 \times 15 = 30$) Marks

Answer any **TWO** questions

20. Enumerate the problems encountered by researchers in India.
21. What is meant by research design? Explain the different types of research design.
22. Discuss the different methods of collecting data.
23. What is summated scales technique? Explain its advantages and disadvantages.