

B.B.A. DEGREE EXAMINATION, APRIL 2019
II Year IV Semester
Research Methodology

Time : 3 Hours

Max.marks :75

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

Answer any **TEN** questions

1. Define Research.
2. What is meant by Hypothesis?
3. Define Descriptive Research.
4. What is Exploratory Research?
5. What are Data?
6. What is meant by Survey?
7. Define Nominal Scale.
8. What is meant by Ordinal Scale?
9. Define Report.
10. What is Report Writing?
11. Define Research Plan.
12. What are Case Studies?

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

Answer any **FIVE** questions

13. What are the features of a good research?
14. Describe the experimental research design.
15. Distinguish questionnaire from schedule.
16. What are the differences between interval scale and ratio scale?
17. Mention the various types of research reports.
18. Is research important in management decisions? How?
19. Write a specimen study report, formulating a research problem.

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

Answer any **TWO** questions

20. Explain in detail the various process of a research.
21. Describe with examples the various types of research design.
22. Mention in detail the various methods of collecting data.
23. Discuss in detail the various kinds of scales with examples.

B.B.A. DEGREE EXAMINATION, APRIL 2019
II Year IV Semester
Research Methodology

Time : 3 Hours

Max.marks :75

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

Answer any **TEN** questions

1. Define Research.
2. What is meant by Hypothesis?
3. Define Descriptive Research.
4. What is Exploratory Research?
5. What are Data?
6. What is meant by Survey?
7. Define Nominal Scale.
8. What is meant by Ordinal Scale?
9. Define Report.
10. What is Report Writing?
11. Define Research Plan.
12. What are Case Studies?

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

Answer any **FIVE** questions

13. What are the features of a good research?
14. Describe the experimental research design.
15. Distinguish questionnaire from schedule.
16. What are the differences between interval scale and ratio scale?
17. Mention the various types of research reports.
18. Is research important in management decisions? How?
19. Write a specimen study report, formulating a research problem.

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

Answer any **TWO** questions

20. Explain in detail the various process of a research.
21. Describe with examples the various types of research design.
22. Mention in detail the various methods of collecting data.
23. Discuss in detail the various kinds of scales with examples.