

**B.B.A DEGREE EXAMINATION, NOVEMBER 2019**  
**III Year V Semester**  
**Research Methodology**

**Time : 3 Hours**

**Max.marks :75**

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

Answer any **TEN** questions

1. What do you mean by business research?
2. Define hypothesis.
3. Define research design.
4. What is descriptive research?
5. What is primary data?
6. What do you mean by schedule?
7. What does survey means?
8. Define scaling.
9. What do you mean by nominal scale?
10. Define report.
11. What is summary report?
12. What do you mean by independent variable?

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

Answer any **FIVE** questions

13. Explain the importance of business research.
14. Discuss the steps involved in formulating the research problem.
15. Discuss the factors affecting research design.
16. Explain the uses of descriptive research design.
17. List the methods of primary sources of data.
18. Briefly explain the different types of scale.
19. Describe the guidelines for writing a report.

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

Answer any **TWO** questions

20. Explain the different types of research studies.
21. List out the steps to prepare a questionnaire and explain the precautions in preparation of questionnaire.
22. Write a note on Likert Scale.
23. Describe the layout of a research report.

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