



21101917

QP CODE: 21101917

Reg No :

Name :

BBA DEGREE (CBCS) EXAMINATION, AUGUST 2021

Third Semester

Bachelor of Business Administration

CORE COURSE - BA3CRT13 - RESEARCH METHODOLOGY

2017 Admission Onwards

7CFB7752

Time: 3 Hours

Max. Marks : 80

Part A

*Answer any **ten** questions.*

*Each question carries **2** marks.*

1. List any two criteria for good research.
2. What is meant by ex post facto research?
3. What is meant by fundamental research?
4. What are the sources of research problem?
5. What is meant by pilot survey?
6. Differentiate between observational design and statistical design.
7. What is meant by census?
8. What is meant by primary data?
9. What is meant by secondary data?
10. State any two disadvantages of secondary data.
11. What is the meaning of interpretation?
12. What is oral report? What are its demerit?

(10×2=20)

Part B

*Answer any **six** questions.*

*Each question carries **5** marks.*

13. Elaborate on Research methods Vs. Methodology.





14. Examine the significance of research in business.
15. Explain the sources of research problem.
16. Define research design and explain its features.
17. Write short notes on :
a) Systematic sampling b) Stratified sampling
18. How to select appropriate method for data collection?
19. Explain various kinds of interviews available for data collection.
20. Explain the types of research reports.
21. Illustrate the steps in writing research report.

(6×5=30)

Part C

*Answer any **two** questions.*

*Each question carries **15** marks.*

22. Explain the different steps in research process.
23. Explain the implications, features and criteria of selecting a sampling procedure.
24. Examine the features and sources of secondary data.
25. Describe the layout of a research report.

(2×15=30)

