



QP CODE: 19102002



19102002

Reg No :

Name :

BBA DEGREE (CBCS) EXAMINATION, OCTOBER 2019

Third Semester

Bachelor of Business Administration

CORE COURSE - BA3CRT13 - RESEARCH METHODOLOGY

2017 Admission Onwards

D9FFF5B2

Maximum Marks: 80

Time: 3 Hours

Part A

*Answer any **ten** questions.*

Each question carries 2 marks.

1. Distinguish between research methods and research methodology
2. Define empirical research
3. What is meant by conceptual research?
4. What is a research problem?
5. What is meant by rephrasing the research problem?
6. What is meant by research design?
7. What is meant by Statistical design?
8. Give any two disadvantage of primary data
9. What is closed end question?
10. Write any two sources of secondary data
11. What are the types of research reports?
12. What is oral report ?What are its demerit?

(10×2=20)

Part B

*Answer any **six** questions.*

Each question carries 5 marks.

13. What are the limitations of research?





14. Briefly describe the different steps involved in research process
15. Critically examine various sources of research problem
16. Explain the process in sample design
17. Under what circumstances would you recommend:
a) Probability sampling b) Non probability sampling c) Stratified sampling d) Cluster sampling
18. Explain the criteria of selecting a method for data collection
19. Explain the criteria of selecting secondary data in research
20. Explain the importance of interpretation in research
21. Explain the format of a research report

(6×5=30)

Part C

*Answer any **two** questions.*

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

22. Examine the criteria and significance of a good research
23. Explain the meaning, significance and features of a research design
24. What is secondary data? Explain its sources, merits and demerits.
25. Explain the significance of a research report and narrate the steps involved in writing a report.

(2×15=30)

