



23104177

QP CODE: 23104177

Reg No : .....

Name : .....

**BBA DEGREE (CBCS) REGULAR / IMPROVEMENT / REAPPEARANCE  
EXAMINATIONS, JANUARY 2023**

**Third Semester**

Bachelor of Business Administration

**CORE COURSE - BA3CRT13 - RESEARCH METHODOLOGY**

2017 Admission Onwards

AA84DEFF

Time: 3 Hours

Max. Marks : 80

**Part A**

*Answer any **ten** questions.*

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

1. Define Research.
2. What is meant by analytical research?
3. Differentiate between Applied research and fundamental research.
4. What are the sources of research problem?
5. What is meant by experience survey?
6. Illustrate independent variable with example.
7. What is meant by sampling design?
8. What are the types of data used in research?
9. What is open end questions?
10. State any two advantages of secondary data.
11. What are the types of research reports?
12. What are the content of preliminary pages in research report?

(10×2=20)

**Part B**

*Answer any **six** questions.*





*Each question carries 5 marks.*

13. Examine the significance of research in business.
14. Describe various types of researches with its purposes.
15. Illustrate the process of defining a research problem.
16. Explain the meaning and significance of research design.
17. Describe the criteria of selecting a sampling procedure.
18. Explain the merits and demerits of primary data.
19. Explain the criteria of selecting secondary data in research.
20. Explain the importance of interpretation in research.
21. What will you keep in mind while preparing a research report? Explain.

(6×5=30)

**Part C**

*Answer any **two** questions.*

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

22. Explain the process of research.
23. Explain the process of Sampling.
24. Examine the features and sources of secondary data.
25. Explain the significance of a research report and narrate the steps involved in writing a report.

(2×15=30)

