K – 3665

Reg. No. : ....

Name : ....

Fifth Semester B.B.A. Degree Examination, February 2021

Career Related First Degree Programme Under CBCSS

Group 2(b)

Core Course

BM 1542 — RESEARCH METHODOLOGY

(2015 – 2016 Admission)

Time : 3 Hours   Max. Marks : 80

SECTION – A

Answer **all** the questions in one or two sentences. **Each** question carries **1 mark.**

1   Define Research

2   What is sampling?

3   What is hypothesis?

4   What is primary data?

5   What is probing?

6   Define population.

7   What is parameter?

8   Define data.

9.   What is scaling?

10. What is variable?

(10 × 1 = 10 Marks)

P.T.O.

SECTION - B

Answer **any eight** the questions. **Each** question carries **2** marks

11 Define Pilot study

12 Who is an Investigator?

13 What is Coding?

14 What is snowball?

15 What is sampling design?

16 What is biased error?

17 What is standard error?

18 What is Nominal Data?

19 Define Ranking

20 What is APA?

21 What is consistency

22 What is research gap?

(8 × 2 = 16 Mar

SECTION - C

Answer **any six** questions in **one** or **two** sentences. **Each** question carries **4** marks

23 What are the objectives of research?

24 What is qualitative Research?

25 Explain research process.

26 What are the advantages of questionnaire?

2

27 What do you mean by observation?

28 What is Central Limit Theorem?

29 What are the measures of dispersion?

30 Explain probability sampling

31 What do you mean by tabulation?

(6 × 4 = 24 Marks)

SECTION – D

Answer **any two** questions. **Each** question carries **15** marks.

32 Explain the importance of research methodology in Social Science

33. Describe the types of hypothesis.

34. Explain the qualities of a good report.

35. Describe the methods of collecting primary data

(2 × 15 = 30 Marks)

K – 30