



QP CODE: 21100442



21100442

Reg No : .....

Name : .....

**BBA DEGREE (CBCS) EXAMINATION, MARCH 2021**

**Third Semester**

Bachelor of Business Administration

**Core Course - BA3CRT13 - RESEARCH METHODOLOGY**

2017 Admission Onwards

107D15C1

Time: 3 Hours

Max. Marks : 80

**Part A**

*Answer any **ten** questions.*

*Each question carries 2 marks.*

1. What is meant by ex post facto research?
2. What is applied research?
3. What is meant by pure research?
4. How do you define a research problem?
5. What is meant by experience survey?
6. Differentiate between observational design and operational design.
7. Define cluster sampling.
8. Differentiate between primary data and secondary data.
9. What are the methods for collecting primary data?
10. What is meant by review of literature?
11. What is the meaning of interpretation?
12. What is meant by technical reports?

(10×2=20)

**Part B**

*Answer any **six** questions.*

*Each question carries 5 marks.*

13. Examine the significance of research.





14. Describe the requirements of a good research.
15. 'The task of defining a research problem often follows a sequential pattern'. Explain.
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 advantages and disadvantages of secondary data.
20. What will you keep in mind while preparing a research report? Explain.
21. Outline the steps in writing research report.

(6×5=30)

### **Part C**

*Answer any **two** questions.*

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

22. Illustrate the nature and significance of research.
23. 'Research design is the blue print of a research'. Substantiate.
24. Examine the features and sources of secondary data.
25. Describe the layout of a research report.

(2×15=30)

