

FOURTH SEMESTER UG DEGREE EXAMINATION, APRIL 2023

(Regular/Improvement/Supplementary)

BBA HONOURS

GBAH4B16T: RESEARCH METHODOLOGY

Time: 3 Hours

Maximum Marks: 80

PART A: Answer all the questions. Each carries 1 mark.**Choose the correct answer.**

1.research does not follow any formalised pattern.
a. Descriptive b. Exploratory c. Causal d. Experimental
2. is regarded as reasoning from the general to particular
a. Induction b. Deduction c. Rational d. Hypothesis
3. In scatter plots we look for a relationship between thevariables.
a. One b. Two c. Three d. Four
4. Which sub-dialog box of SPSS contain the Chi Square test?
a. Frequencies: Percentages b. Crosstabs: Statistics
c. Bivariate: Pearson d. None of these
5. Bibliography is included in
a. End matter b. Main body c. Preliminary pages d. Foot note

Fill in the Blanks.

6. research is fact finding investigation.
7. is a section at the end of a report where you include extra information that doesn't fit into the main text.
8. In SPSS, data file is saved with the extension
9. In researchis used to indicate measuring something.
10. is a powerful data reduction technique that enables researchers to investigate concepts that cannot easily be measured directly.

(10 × 1 = 10 Marks)

(PTO)

PART B: Answer any *eight* questions. Each carries 2 marks.

11. What is applied research?
12. Give an account of plagiarism.
13. List out the purposes of research design.
14. Comment on crude and refined hypothesis.
15. What are content validity and construct validity?
16. Write a note on systematic sampling.
17. What is SPSS?
18. What is descriptive analysis?
19. Write a note on APA style.
20. What are one tailed and two tailed tests?

(8 × 2 = 16 Marks)

PART C: Answer any *six* questions. Each carries 4 marks.

21. What are the objectives of research?
22. How does research problem arise?
23. What are different types of concepts?
24. What is meant by testing of hypothesis?
25. What are the essentials of scaling?
26. Distinguish between questionnaire and schedule.
27. What is the data view and variable view?
28. Interpret the following SPSS result.

Coefficients^a

Model	Unstandardized coefficients		Standardized coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	26.051	4.003		6.508	.000
SCIENCE	.465	.075	.498	6.244	.000

a. Dependent Variable: MATHS

(6 × 4 = 24 Marks)

PART D: Answer any *two* questions. Each carries 15 marks.

29. Explain different methods used for collection of primary data.
30. What statistics analysis is included in SPSS?
31. Explain the manner in which a report is to be prepared.

(2 × 15 = 30 Marks)