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05/04/2024.

D4BBH2202

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Reg. No.....

Name: .....

**FOURTH SEMESTER BBA DEGREE EXAMINATION, APRIL 2024**

**(Regular/Improvement/Supplementary)**

**HONOURS**

**GBAH4B16T: RESEARCH METHODOLOGY**

**Time: 3 Hours**

**Maximum Marks: 80**

**PART A: Answer all the questions. Each carries *one* mark.**

**Choose the correct answer**

1. A type of research relies on observation alone is termed as.....  
A. Conceptual research.    B. Analytical.    C. Empirical.    D. Clinical.
2. Least Powerful level of measurement is termed as.....  
A. Ordinal Scale.    B. Nominal Scale.    C. Ratio Scale.    D. Interval Scale.
3. A sampling technique is generally applied in order to obtain a representative sample is termed as.....  
A. Stratified Sampling.    B. Simple Random Sampling.  
C. Systematic Sampling.    D. Cluster Sampling.
4. The variable that is antecedent to the dependent variable is termed as  
A. Extraneous Variable.    B. Experiments Variable.  
C. Dependent Variable.    D. Independent Variable.
5. A definite plan for obtaining a sample from a given population is termed as \_\_\_\_  
A. Research Design.    B. Sample Design.    C. Population Design.    D. None of these.

**Fill in the blanks.**

6. Rejection of hypothesis which should have been accepted is termed as.....
7. Any characteristic or measure of sample items is known as.....
8. The Fahrenheit Scale is an example of an.....
9. .... is a channel of communicating the research findings to the reader of the report.
10. Data which are collected afresh is termed as.....

**(10 x 1 = 10 Marks)**

**(PTO)**

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

11. What is a research report?
12. Comment on ordinal measurement.
13. What is a schedule? What is the purpose of a schedule?
14. List out the contents of a questionnaire.
15. What is a semantic scale?
16. Comment on cross sectional survey.
17. What is meant by Pure Research?
18. What is extraneous variable?
19. What do you mean by factorial design?
20. Write a short note on Business Research.

**(8 x 2 = 16 Marks)**

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

21. What are the criteria for a good research?
22. Distinguish between Conceptual Research and Empirical Research.
23. What are the sources from which a research problem originates?
24. Explain the importance of Research Design.
25. Describe the term interpretation and its techniques.
26. Enlist the points to be kept in mind while developing a questionnaire.
27. Describe Inductive and Deductive approach in research work.
28. What are different types of statistical analysis?

**(6 x 4 = 24 Marks)**

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

29. Explain different types of research.
30. Discuss essential stages of successful report writing.
31. What are the different methods of sampling. Explain

**(2 x 15 = 30 Marks)**