

FOURTH SEMESTER UG DEGREE EXAMINATION, APRIL 2025**(Regular/Improvement/Supplementary)****BBA 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. Which of the following is a factor involved in decision making?
 - a) Finance
 - b) Marketing
 - c) Production
 - d) All of the above
2. In order to pursue the research, which of the following is initially required?
 - a) Developing a research design
 - b) Formulating a research question
 - c) Deciding about data analysis procedure
 - d) Formulating a research hypothesis
3. Which of the following statements is true about data in research?
 - a) The data used for research is quantitative.
 - b) The data used for research can be qualitative but never quantitative.
 - c) The data used for research can be both quantitative and qualitative.
 - d) The data used for research can be quantitative but never qualitative.
4. In SPSS data files are displayed in _____.
 - a) Data view
 - b) Variable view
 - c) SPSS view
 - d) Analyze page
5. State True or false: Charts and diagrams can be prepared using SPSS software.

Fill in the blanks.

6. _____ method is reasoning from the general to particular.
7. A hypothesis is an _____ about the parameter of a population.
8. A complete survey of population is called _____
9. Reporting verbally in person is called _____ report.
10. _____ is called publication in a research journal.

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

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

11. How to close the interview?
12. How do you calculate Karl Pearson's coefficient of correlation in SPSS?
13. Define schedule.
14. Write down the procedure to obtain descriptive statistics from SPSS.
15. Define judgment sampling
16. What are the main features of SPSS Software?
17. State the purpose of exploratory research.
18. Write down the procedure to carry out t-test in SPSS.
19. Define type 1 error and type 2 error
20. How do you construct a pie diagram in SPSS?

(8 x 2 = 16 Marks)

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

21. What are the features of business research?
22. Define historical research and what are the sources of data in a historical research.
23. Distinguish between duplication and falsification in research.
24. What are the different types of literature review?
25. Describe the sources of hypothesis.
26. Explain observation as a primary data collection method. Mention its characteristics.
27. Give an account on the types of hypothesis.
28. Discuss stratified sampling with an example.

(6 x 4 = 24 Marks)

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

29. What is a research design? Explain the steps in preparing a research design.
30. Point out the possible sources of errors in measurement. Explain how measurement errors can be reduced.
31. Explain the various methods of graphical representation of data.

(2 x 15 = 30 Marks)