



QP CODE: 24026846



24026846

Reg No : .....

Name : .....

**BBA DEGREE (CBCS) REGULAR / IMPROVEMENT / REAPPEARANCE  
EXAMINATIONS, OCTOBER 2024**

**Third Semester**

Bachelor of Business Administration

**CORE COURSE - BA3CRT13 - RESEARCH METHODOLOGY**

2017 Admission Onwards

D11AB9A0

Time: 3 Hours

Max. Marks : 80

**Part A**

*Answer any **ten** questions.*

*Each question carries **2** marks.*

1. Distinguish between research methods and research methodology.
2. What do you mean by research?
3. What is meant by historical research?
4. Illustrate research problem with an examples.
5. What is meant by experience survey?
6. What is meant by extraneous variable?
7. Define Universe.
8. Differentiate between primary data and secondary data.
9. What is meant by observation method?
10. State any two disadvantages of secondary data.
11. What necessitates interpretation of research findings?
12. What is meant by popular report?

(10×2=20)

**Part B**

*Answer any **six** questions.*

*Each question carries **5** marks.*





13. What do you mean by research? Explain it's significance in modern times.
14. Briefly describe the different steps involved in research process.
15. The task of defining a research problem often follows a sequential pattern'. Explain.
16. Define research design and explain it's features.
17. Explain the process in sample design.
18. State the advantages of collecting primary data.
19. Describe the characteristics of secondary data.
20. What will you keep in mind while preparing a research report? Explain.
21. Explain the format of a research report.

(6×5=30)

### **Part C**

*Answer any **two** questions.*

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

22. Examine the criteria and significance of a good research.
23. Differentiate between: a) census and sampling b) probability and non probability sampling techniques c) sampling errors and non sampling errors d) simple random sampling and complex random sampling e) stratified sampling and cluster sampling.
24. Examine the features and sources of secondary data.
25. Explain the significance of a research report and narrate the steps involved in writing a report.

(2×15=30)

