C. ABDUL HAKEEM COLLEGE (AUTONOMOUS),
MELVISHARAM - 632 509.
SEMESTER EXAMINATIONS, NOVEMBER - 2018

B.B.A., **SEMESTER IV**

U15ABA401 / U14ABA401 – RESEARCH METHODOLOGY (ALLIED)

Time: Three Hours Maximum: 75 Marks

SECTION - A (10 X 2 = 20 Marks)

Answer **ALL** Questions.

1. What is research?
2. Give a short note on Experimental research.
3. Define the term Research design.
4. What is a hypothesis?
5. Define a sample.
6. Write a short note on the sampling error.
7. What do you understand by secondary data?
8. Give a short note on the Interview schedule.
9. What do you understand by interpretation of data?
10. List out the different forms of interpretation.

SECTION - B (5 X 5 = 25 Marks)

Answer **ALL** Questions.

11. a) What are the various types of research?

(Or)

b) Mention the various criteria of good research.

12. a) Explain the factor affecting research design.

(Or)

b) State the various types of hypothesis.

13. a) Give the limitations of sampling.

(Or)

b) What are the characteristics of a good sample?

14. a) Identify the types of interviews.

(Or)

b) Distinguish between questionnaires and schedules.

15. a) What are the essentials and pre-requisites for interpretation?

(Or)

b) Explain the term: (i) population (ii) sample size.

SECTION - C (3 X 10 = 30 Marks)

Answer **ANY THREE** Questions.

16. Discuss the different steps involved in a research process.
17. Briefly describe the procedure of testing a hypothesis.
18. Explain the various types of sampling.
19. What are pre-requisites in the use of questionnaire as a method of data collection?
20. Point out the steps involved in writing a report.

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