

S.NO:22N1-BBK

Course Code: BAK

A.D.M.COLLEGE FOR WOMEN, NAGAPATTINAM

(AUTONOMOUS)

(B.B.A) Degree Examination

V Semester – November – 2022

CC XI – RESEARCH METHODOLOGY

Time: 3 hours

Maximum Marks: 75

Section –A

10X2=20

Answer **ALL** the Questions

1. Define the term 'Research'.
2. What do you understand by Research Design?
3. Give any two real time examples for sampling.
4. What is meant by Sample Size?
5. Define the term 'Data'.
6. State the purpose of questionnaire.
7. What is meant by Hypothesis?
8. Bring out the role of statistics in research.
9. Recall the need for data interpretation.
10. What is a Research Report?

Section -B

5X5=25

Answer **ALL** the Questions

11. a) What are the advantages and disadvantages of research.

(or)

b) "The best way to identify the problem would be to look for an unresolved query". Comment this statement.

12. a) Memorize the steps in sampling design process.

(or)

b) Give a brief note on 'Sampling Errors'.

13. a) Distinguish between primary data and secondary data.

(or)

b) Describe the role of editing in processing the data.

14. a) Bring out the sources of hypothesis.

(or)

b) What is Chi-square test? Explain.

15. a) Recall the principles of report writing.

(or)

b) Explain the different types of report.

Section -C

3 X 10 = 30

Answer any **THREE** Questions

16. Explain the types of research design.
17. Elucidate the different probability sampling techniques.
18. Analyze the important scaling techniques often used in social sciences research.
19. Discuss the procedure of formulation and testing of hypothesis.
20. Illustrate the layout of research report.
