

NOVEMBER 2017

72224/MAM5B

Time : Three hours

Maximum : 75 marks

SECTION A — (10 × 2 = 20 marks)

Answer any TEN questions.

1. Point out the significance of research.
2. State the main objectives of research.
3. What is research design?
4. State the characteristics of a good sample design.
5. What are the sources of secondary data?
6. Define null hypothesis.
7. What is rank order scale?
8. What is meant by questionnaire?
9. What is frequency distribution?
10. What is data processing?
11. State the different types of report.
12. Define the term correlation.

III BBA - Research Methodology.

SECTION B — (5 × 5 = 25 marks)

Answer any FIVE questions.

13. What is research? Describe the characteristics of research.
14. Distinguish between fundamental research and applied research.
15. Differentiate between simple random sampling and complex random sampling design.
16. What are the procedures involved in hypothesis testing?
17. Explain the relationship between a research problem formulation and research design.
18. Define interpretation. What is the need for interpretation?
19. What are the guidelines for figures used in research report?
22. What are the methods of collecting primary data? Compare and contrast them.
23. What is 't' test? When it is used and for what purpose? Explain by means of example.
24. On what basis a research report can be evaluated.

SECTION C — (3 × 10 = 30 marks)

Answer any THREE questions.

20. Explain the steps involved in research process.
21. Narrate the features of a good research design.