

NOVEMBER 2022

72248/BB25B

Time : Three hours

Maximum : 75 marks

SECTION A — (10 × 2 = 20 marks)

Answer any TEN questions.

Write short notes on the following.

1. Research problem
2. Exploratory design
3. Sample space
4. Hypothesis
5. Summated Rating Scale
6. Quota Sampling
7. Schedule
8. Coding of Data
9. Refined hypothesis
10. Correlation Analysis
11. Survey based Report
12. Literature Review

III BBA → Research Methodology

SECTION B — (5 × 5 = 25 marks)

Answer any FIVE questions.

13. State the various types of research.
14. List and explain the steps of research process.
15. Explain the characteristics of sound measurement tool.
16. Distinguish between structured and unstructured interview.
17. What are the usual errors committed in interpretation of research finding? Explain.
18. Explain the meaning of standard error.
19. Explain the various types of reports.

SECTION C — (3 × 10 = 30 marks)

Answer any THREE questions.

20. How is the research problem selected? Explain.
21. Discuss the components of a good research design.
22. Describe the usefulness and limits of observation as a method of scientific enquiry.

23. Explain the procedure for testing hypothesis.
  24. Discuss the guidelines for reviewing the draft a report.
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