

D 140022

(Pages : 2)

Name.....

Reg. No.....

**SIXTH SEMESTER (CBCSS—UG) DEGREE EXAMINATION
APRIL 2026**

B.B.A.

BBA 6B 17—RESEARCH METHODOLOGY

(2020 Admission onwards)

Time : Two Hours

Maximum : 60 Marks

Part A*Answer all questions.*

1. What do you mean by Research Design ?
2. Define Research.
3. Give the meaning of Bibliography.
4. What is probability sampling ?
5. What is Hypothesis ?
6. What is Research Report ?
7. What do you mean by Data Analysis ?
8. What is pilot study ?
9. What is Descriptive Research ?
10. Mention the tools to be used for collecting data.
11. What do you mean by dependent and independent variables ?
12. Mention the difference between Quantitative Research and Qualitative Research.

(12 × 2 = 24, Maximum Ceiling 20 marks)

Turn over

Part B

Answer all questions.

13. Explain the characteristics of a good researcher.
14. Describe the techniques involved in defining a Research Problem.
15. Detail any *five* types of Research.
16. What are steps in Sampling Process ?
17. Differentiate between Primary Data and Secondary Data.
18. What are the characteristics of Hypothesis ?
19. What are the characteristics of a good report ?

(7 × 5 = 35, Maximum Ceiling 30 Marks)

Part C

Answer any one question.

The question carries 10 marks.

20. Explain in detail the various methods of collecting Primary Data.
21. Explain the steps in Research Process.

(1 × 10 = 10 marks)

D 140022-A

(Pages : 4)

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BBA 6B 17—RESEARCH METHODOLOGY

(2020 Admission onwards)

(Multiple Choice Questions for SDE Candidates)

Time : 15 Minutes**Total No. of Questions : 15****Maximum : 15 Marks****INSTRUCTIONS TO THE CANDIDATE**

1. This Question Paper carries Multiple Choice Questions from 1 to 15.
2. The candidate should check that the question paper supplied to him/her contains all the 15 questions in serial order.
3. Each question is provided with choices (A), (B), (C) and (D) having one correct answer. Choose the correct answer and enter it in the main answer-book.
4. The MCQ question paper will be supplied after the completion of the descriptive examination.

BBA 6B 17—RESEARCH METHODOLOGY

(Multiple Choice Questions for SDE Candidates)

1. _____ is a preferred sampling method for the population with finite size.
 - (A) Systematic sampling.
 - (B) Purposive sampling.
 - (C) Cluster sampling.
 - (D) Area sampling.
2. Which of the following is NOT the characteristic of a research ?
 - (A) Research is systematic.
 - (B) Research is not passive.
 - (C) Research is not a process.
 - (D) Research is problem oriented.
3. Bibliography given in a research report :
 - (A) Has no relevance to research.
 - (B) Shows vast knowledge of the researcher.
 - (C) Helps those interested in further research.
 - (D) All the above.
4. Formulation of hypothesis may NOT be required in :
 - (A) Survey method.
 - (B) Historical studies.
 - (C) Normative studies.
 - (D) Experimental studies.
5. When a research problem is related to heterogeneous population, the most suitable sampling method is :
 - (A) Lottery Method.
 - (B) Cluster Sampling.
 - (C) Stratified Sampling.
 - (D) Convenient Sampling.
6. The format of thesis writing is the same as in :
 - (A) Writing of Seminar representation.
 - (B) Preparation of research paper/article.
 - (C) A research dissertation.
 - (D) Presenting a workshop/conference paper.

7. What is a research design ?
- (A) A way of conducting research that is not grounded in theory.
 - (B) The choice between using qualitative and quantitative methods.
 - (C) A framework for every stage of the collection and analysis of data.
 - (D) None of the above.
8. Questions in which only two alternatives are possible is called :
- (A) Multiple choice questions.
 - (B) Dichotomous questions.
 - (C) Open ended questions.
 - (D) Structured questions.
9. To read critically means :
- (A) Taking an opposing point of view to the ideas and opinions expressed.
 - (B) Skimming through the material because most of it is just padding.
 - (C) Evaluating what you read in terms of your own research questions.
 - (D) Being negative about something before you read it.
10. A simple random sample is one in which :
- (A) From a random starting point, every n^{th} unit from the sampling frame is selected.
 - (B) A non probability strategy is used, making the results difficult to generalise.
 - (C) The researcher has a certain quota of respondents to fill for various social groups.
 - (D) Every unit of the population has an equal chance of being selected.
11. The main condition which should be followed by research is :
- (A) Honest exploration.
 - (B) Knowledge of facts and principles.
 - (C) Standardised findings and conclusions.
 - (D) All of the above
12. Reliability is the fundamental quality of a research which also reflects :
- (A) Superiority.
 - (B) Purity of data.
 - (C) Verifiability.
 - (D) Validity.

Turn over

13. While writing research report a researcher :
- (A) Must arrange in logical, topical and chronological order.
 - (B) Must not use the numerical figures in numbers in the beginning of sentences.
 - (C) Must compare his results with those of other studies.
 - (D) All of the above.
14. Field study is related to :
- (A) Real life situations.
 - (B) Laboratory situations.
 - (C) Experimental situations.
 - (D) None of these.
15. In a research report certificate and declaration are included in _____.
- (A) Introduction part.
 - (B) Main body.
 - (C) End matter.
 - (D) None of these.