

Reg. No .....

Name .....

22U341

**BBA DEGREE END SEMESTER EXAMINATION : OCTOBER 2022**  
**SEMESTER 3 : INTEGRATED MARKETING AND NEW MEDIA (CORE COURSE)**

**COURSE : 19U3CRBBA10 : RESEARCH METHODOLOGY**

*((For Regular - 2021 Admission and Improvement / Supplementary - 2020 Admission))*

Time : Three Hours

Max. Marks: 60

**PART A**

**Answer All (1 mark each)**

1. Explain Tabulation of Data?
2. What are questionnaires?
3. What is null hypothesis?
4. What is a research problem?
5. What is sample?
6. Discuss Observation study?
7. Explain the word meaning of Re- Search.
8. What is an Applied Research

**(1 x 8 = 8)**

**PART B**

**Answer any 6 (2 marks each)**

9. What are cluster sampling?
10. Difference between Qualitative and Quantitative research with an example.
11. What is executive summary in a research?
12. Distinguish between descriptive and diagnostic research design?
13. What is Research Problem?
14. Discuss the qualities of a research.
15. Explain the types of research research Report?
16. How do we decide on the type of sampling for the research study- Explain?

**(2 x 6 = 12)**

**PART C**

**Answer any 4 (5 marks each)**

17. What are the projective techniques?
18. What is rating scale? Give example.
19. What do you understand by "Research Design". Explain "two group simple randomized design".
20. What is the significance of a research report? How a research report should be presented? Explain.
21. What is experiment in a research study?
22. Write in brief the different methods of non- probability sampling?

**(5 x 4 = 20)**

**PART D**

**Answer any 2 (10 marks each)**

23. What are the difference between Theoretical and Practical research problem?
24. What are the different steps in Report Writing? Explain its significance.
25. What is the significance of implications in a research study?
26. What is meant by research? Briefly discuss the various stages involved in the research process.  
**(10 x 2 = 20)**