

Reg. No

Name

23U347

B.B.A DEGREE END SEMESTER EXAMINATION : NOVEMBER 2023

SEMESTER 3 : INTEGRATED MARKETING AND NEW MEDIA

COURSE : 19U3CRBBA10 : RESEARCH METHODOLOGY

(For Regular - 2022 Admission and Improvement / Supplementary - 2021/2020 Admissions)

Time : Three Hours

Max. Marks: 60

PART A

Answer All (1 mark each)

1. What are telephonic interviewing?
2. What are pre texts?
3. How to write a problem statement?
4. sampling?
5. What are the sources of Primary Data?
6. What is population?
7. What is census inquiry?
8. Explain Snowball sampling?

(1 x 8 = 8)

PART B

Answer any 6 (2 marks each)

9. What is Report writing?
10. Define research design?
11. What is the criteria for good research?
12. How credibility and validity of a research is measured?
13. What are research objectives?
14. Explain the term Sampling units?
15. Write short note on case study method of research?
16. What is probability sampling?

(2 x 6 = 12)

PART C

Answer any 4 (5 marks each)

17. What is sampling techniques?
18. What is interview schedule?
19. Write short note on – Simple random sampling, Systematic random and stratified random sampling with an example?
20. What are the characteristics of a good research design?
21. Discuss the characteristics of a good research report?
22. What is descriptive research and explain its significance?

(5 x 4 = 20)

PART D

Answer any 2 (10 marks each)

23. Discuss the selection of Sample design in a research?
24. Discuss the steps of problem identification and formulation of research objectives?

25. What are the importance of 'Data' in Research and explain the selection of appropriate method for data collection?
26. What is the significance of a research report? How a research report should be presented? Explain.

(10 x 2 = 20)