

B.B.A. DEGREE END SEMESTER EXAMINATION - OCTOBER 2024**SEMESTER 3 : INTEGRATED MARKETING AND NEW MEDIA****COURSE : 19U3CRBBA10 : RESEARCH METHODOLOGY***(For Regular 2023 Admission and Improvement/Supplementary 2022/2021/2020 Admissions)*

Time : Three Hours

Max. Marks: 60

PART A**Answer All (1 mark each)**

1. What is action research?
2. What is hypothesis and what are its sources?
3. Explain Snowball sampling.
4. Explain Research design.
5. Explain Research Problem.
6. What is sample frame?
7. Explain indepth interview.
8. Differentiate simple random sampling and convinence sampling.

(1 x 8 = 8)**PART B****Answer any 6 (2 marks each)**

9. Explain Experience survey.
10. How to write a problem statement?
11. Write a note on case study method of research.
12. Discuss the qualities of a research.
13. What is open end questions?
14. Distinguish between schedule and questionnaire.
15. Explain the term Bibiliography.
16. What are research objectives?

(2 x 6 = 12)**PART C****Answer any 4 (5 marks each)**

17. What are the types of data collected for a research?
18. Write short note on – Simple random sampling, Systematic random and stratified random sampling with an example?
19. Discuss the criteria of selecting a sampling procedure.
20. Describe analysis of a research study?
21. Differentiate Stratified Random Sampling and Systematic Random Sampling.
22. Distinguish between Fundamental and applied research.

(5 x 4 = 20)**PART D****Answer any 2 (10 marks each)**

23. What is significance of sampling in research? Discuss the different probability sampling techniques used in research.

24. What are the methods in Probability sampling techniques? Quote examples.
25. What is the significance of a research report? How a research report should be presented? Explain.
26. What are the various methods of Data Collection? Explain any two with suitable examples.
(10 x 2 = 20)