Reg.No. \_\_\_\_\_\_\_\_\_\_\_\_

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**End Semester Examination – Nov/Dec – 2018**

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| **Code : 17BB2011** | | **Duration :** | **3hrs** |
| **Sub. Name : RESEARCH METHODOLOGY** | | **Max. marks :** | **100** |

**ANSWER ALL QUESTIONS (5 x 20 = 100 Marks)**

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| **Q. No.** | **Sub Div.** |  | **Course**  **Outcome** | **Marks** |
| 1. | a. | Explain the Objectives of Research. | CO1 | 10 |
| b. | Differentiate Quantitative and qualitative research. | CO1 | 10 |
| (OR) | | | | |
| 2. | a. | Explain the significance and objectives of the research in management studies. | CO1 | 10 |
| b. | Type I & Type II Error- Briefly Discuss. | CO1 | 10 |
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| 3. | a. | Discuss the various steps involved in Sample Design. | CO2 | 10 |
| b. | Elaborate the methods of Sampling. | CO1 | 10 |
| (OR) | | | | |
| 4. | a. | Explain measurement and scales techniques . | CO1 | 10 |
| b. | What are the needs and futures of good research? | CO1 | 10 |
|  |  |  |  |  |
| 5. | a. | Illustrate the types of data collections. | CO2 | 10 |
| b. | Describe the difference between Praimary & Secondary Data. | CO2 | 10 |
| (OR) | | | | |
| 6. | a. | Discuss the elements and Types of Analysis. | CO3 | 10 |
| b. | State the differences between Questionnaire & Schedule. | CO3 | 10 |
|  |  |  |  |  |
| 7. | a. | Explain the basic concepts concerning Testing of Hypothesis. | CO3 | 10 |
| b. | Write the elaborate note on question formulation. | CO3 | 10 |
| (OR) | | | | |
| 8. | a. | Write short notes on Chi Sequire Test. | CO3 | 5 |
| b. | Write short notes on Analysis of One way ANOVA. | CO3 | 5 |
| c. | Differentiate between Parametric Vs Non-parametric Tests. | CO3 | 10 |
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|  | | **Compulsory**: |  |  |
| 9. | a. | Discuss the various types of reports with relevant examples. | CO3 | 10 |
| b. | Explain the Mechanics of Writing a research report. | CO3 | 10 |