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



**End Semester Examination – Nov/Dec – 2019**

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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.** | **Questions** | **Course**  **Outcome** | **Marks** |
| 1. | a. | Define business research. Explain its importance in modern times. | CO2 | 10 |
| b. | Discuss the scope of business research. | CO2 | 10 |
| **(OR)** | | | | |
| 2. |  | Explain the types of business research in detail. | CO2 | 20 |
|  |  |  |  |  |
| 3. |  | Describe the different methods of sampling. | CO2 | 20 |
| **(OR)** | | | | |
| 4. | a. | Define research design. Explain the features of good research design. | CO2 | 10 |
| b. | Define Hypothesis. Discuss the different types of Hypotheses. | CO2 | 10 |
|  |  |  |  |  |
| 5 | a. | Differentiate primary data from secondary data. | CO4 | 10 |  |  |
| b | Discuss the sources of primary and secondary data. | CO2 | 10 |
| **(OR)** | | | | |
| 6. |  | Elaborate the various techniques of scale construction. | CO2 | 20 |
|  |  |  |  |  |
| 7. |  | The frequency table below represents the distribution, according to Age of students in a certain class.  Value 19 21 29 45 48 30 35 40  Frequency 50 21 50 55 22 23 25 30  Find: (i) mean, (ii) median, (iii) mode and  (iv) standard deviation for this distribution. | CO3 | 20 |
| **(OR)** | | | | |
| 8. |  | “Processing of data implies editing, coding, classification and tabulation” – Discuss. | CO4 | 20 |
|  | | **Compulsory:** |  |  |
| 9. |  | Discuss the steps involved in good Research Report writing. | CO3 | 20 |