(FOR THE CANDIDATES ADMITTED

DURING THE ACADEMIC YEAR 2020 ONLY)

20UBM514

REG.NO. :

N.G.M.COLLEGE (AUTONOMOUS) : POLLACHI

END-OF-SEMESTER EXAMINATIONS: DECEMBER-2022

COURSE NAME : B.B.A   **MAXIMUM MARKS: 70**

SEMESTER: V   **TIME: 3 HOURS**

PART - III

RESEARCH METHODS FOR MANAGEMENT

SECTION - A   **(10 X 1 = 10 MARKS)**

ANSWER THE FOLLOWING QUESTIONS.
MULTIPLE CHOICE QUESTIONS.   **K1**

1. Objectives of research include_____.
   a) To explore about unknown   b) To describe the features
   c)To explain a phenomenon   d)All of these

2. Which one of the following affects sample size_____?
   a) Size of universe   b) level of accuracy required
   d) Degree of variability   d) All of these

3. How many points should a rating scale have?
   a) Five   b) Four   c) Ten   d) somewhere from 4 to 11 points

4. Scores that differ greatly from measure of central tendency are called_____.

   a) Raw scores   b)The best scores   c) Extreme scores   d)Z-scores

5. What is the first step in the process of data interpretation?
   a) Developing of findings   b) Drawing conclusions
   c) Developing recommendations   d) collection of required information

ANSWER THE FOLLOWING IN ONE (OR) TWO SENTENCES.   **K2**

6. Explain research.
7. Define sampling.
8. Explain secondary data.
9. Infer the analysis of data.
10. Explain the report writing.

SECTION – B   **(5 X 4 = 20 MARKS)**
ANSWER EITHER (a) OR (b) IN EACH OF THE FOLLOWING QUESTIONS. K3

11. a) Show the major sources for identifying problem in research.
(OR)
   b) Sketch the types of research design.

12. a) List out the factors influencing sample size.
(OR)
   b) Compare the various types of sampling design.

ETHICAL PAPER

13. a) Describe the importance of interview.

(OR)

b) Examine the various types of questionaire.

14. a) Find out the formulation of hypothesis.

(OR)

b) Show the application of chi-Square test.

15. a) Interpret the techniques of interpretation.

(OR)

b) List out the various types of charts and diagram.

SECTION - C   (4 X 10 = 40 MARKS)

ANSWER ANY FOUR OUT OF SIX QUESTIONS
(16th QUESTION IS COMPULSORY AND ANSWER ANY THREE QUESTIONS.
K4 & K5

16. Develop various types of research.

17. Summarise the concept of experimental research design along with its methods.

18. Determine the steps involved in the sampling process.

19. Outline primary data and list the various methods and tools for collecting primary data.

20. Prepare the types of data analysis.

21. Analyse research report and prepare the layout of report.

****

ETHICAL PAPER