

(FOR THE CANDIDATES ADMITTED
DURING THE ACADEMIC YEAR 2021 ONLY)

21UBM514

REG.NO. :

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

END-OF-SEMESTER EXAMINATIONS : NOVEMBER-2023

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. What is the purpose of Research Design?
 - a) To develop a hypothesis
 - b) To select a sample
 - c) To determine the methods for data collection and analysis
 - d) All of the above
2. Which of the following is true about sampling?
 - a) Sample is a part of population.
 - b) Sampling saves time, money and energy.
 - c) Sampling helps in estimating sampling error
 - d) All of the above
3. Data collected for the first time for a specific purpose is known as _____.
 - a) Qualitative data
 - b) Primary data
 - c) Secondary data
 - d) continuous data
4. Summarizing raw data and displaying them on compact statistical tables for analysis is _____.
 - a) Tabulation
 - b) Coding
 - c) Transcription
 - d) Editing
5. Final stage in the Research Process is _____.
 - a) Problem formulation
 - b) Data collection
 - c) Data analysis
 - d) Report writing

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

6. State the meaning of 'Research Design'.
7. List any two objectives of Sampling.
8. What is Pilot Study?
9. What do you mean by Tabulation?
10. Define the term 'Interpretation'.

SECTION – B

(5 X 4 = 20 MARKS)

ANSWER EITHER (a) OR (b) IN EACH OF THE FOLLOWING QUESTIONS. (K3)

11. a) Explain the significance of Research.

(OR)

- b) Describe the process involved in the planning stage of a Research.

(CONTD.....2)

12. a) List out the steps to be taken to make the sample useful and reliable.

(OR)

b) Explain the Convenience Sampling and Snowball Sampling method.

13.a) Explicate: Primary Data and Secondary Data.

(OR)

b) What is an Interview schedule? Explain the merits and demerits of it.

14.a) Compare Editing of data and Coding of data.

(OR)

b) Explain F-test. What are the various assumptions used in the F-test?

15. a) Examine the needs for Interpretation.

(OR)

b) Describe the types of Research report.

SECTION - C

(4X10= 40 MARKS)

ANSWER ANY FOUR OUT OF SIX QUESTIONS

**(16thQUESTION IS COMPULSORY AND ANSWER ANY THREE QUESTIONS
(FROM Qn. No : 17 to 21)**

(K4 (Or) K5)

16. Discuss the various methods of Research. (Compulsory)

17. Determine the components of Research design.

18. Elucidate the Non-Probability Sampling methods.

19. Construct the steps involved in preparing of interview schedule or questionnaire.

20. Explain the Chi-square test and the steps to be followed in the process of testing the significance using chi-square test.

21. Describe the precautions to be taken while interpreting their results.

ETHICAL PAPER