

(FOR THE CANDIDATES ADMITTED  
DURING THE ACADEMIC YEAR 2022 ONLY)

22UBM512

REG.NO. :

**N.G.M.COLLEGE (AUTONOMOUS) : POLLACHI**  
**END-OF-SEMESTER EXAMINATIONS : NOVEMBER-2024**  
**COURSE NAME: B.B.A** **MAXIMUM MARKS: 50**  
**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 primary objective of research?
  - a) To complicate theories
  - b) To validate and refine existing knowledge
  - c) To create confusion
  - d) To gather irrelevant data
2. Which of the following is a non-probability sampling method?
  - a) Simple Random Sampling
  - b) Stratified Sampling
  - c) Systematic Sampling
  - d) Convenience Sampling
3. How is primary data typically collected?
  - a) Through literature review
  - b) Via existing databases
  - c) Through interviews and surveys
  - d) By analyzing secondary reports
4. Which statistical test is used to determine if there is a significant difference between the means of two groups?
  - a) Chi-Square Test
  - b) T-Test
  - c) F-Test
  - d) Z-Test
5. Why is it important to follow a specific layout when writing a research report?
  - a) To make the report look complex
  - b) To ensure clarity and coherence
  - c) To confuse the readers
  - d) To reduce the number of pages

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

6. Define research design.
7. Distinguish between probability and non-probability sampling.
8. Explain the purpose of pretesting in data collection.
9. Interpret the result of a Chi-Square test.
10. Illustrate the importance of the conclusion section in a research report.

**SECTION – B (5 X 3 = 15 MARKS)**

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

11. a) Describe the characteristics of scientific research.  
(OR)  
b) Compare scientific and non-scientific research.
12. a) List the steps involved in sample design.  
(OR)  
b) Assess the importance of sample size in research.

**(CONTD.....2)**

13. a) Examine the advantages of using questionnaires for data collection.

(OR)

b) Show the role of pilot studies in data collection.

14. a) Compute the steps involved in data tabulation.

(OR)

b) Solve the challenges faced in data coding.

15. a) Interpret the precautions to take during the interpretation of research data.

(OR)

b) Sketch the layout of a technical research report.

**SECTION – C**

**(5 X 5 = 25 MARKS)**

**ANSWER EITHER (a) OR (b) IN EACH OF THE FOLLOWING QUESTIONS. (K4 (Or) K5)**

16. a) Analyze the factors to consider when choosing a research topic.

(OR)

b) Investigate the significance of a literature review in research

17. a) Classify the different types of probability sampling techniques.

(OR)

b) Compare the strengths and weaknesses of probability and non-probability sampling methods.

18. a) Examine the tools used for primary data collection.

(OR)

b) Categorize the various forms of secondary data sources.

19. a) Discuss the steps involved in coding qualitative data

(OR)

b) Evaluate the role of statistical software in data analysis.

20. a) Construct an outline for a popular research report.

(OR)

b) Summarise the precautions needed when drafting the conclusion of a research report.

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