

(FOR THE CANDIDATES ADMITTED
DURING THE ACADEMIC YEAR 2023 ONLY)

23UBM512

REG.NO. :

N.G.M.COLLEGE (AUTONOMOUS) : POLLACHI
END-OF-SEMESTER EXAMINATIONS : NOVEMBER-2025

B.B.A
SEMESTER: V

MAXIMUM MARKS: 75
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. Who authored the book “Methods in Social Research” _____.
a) Wilkinson b) CR Kothari c) Kerlinger d) Goode and Halt
2. Selecting sample units in just a “hit and miss” fashion is called _____.
a) Convenience or Accidental sampling b) Purposive sampling
c) Stratified sampling d) Proportionate sampling
3. Which of the following is an example of primary data?
a) Book b) Journal c) News Paper d) Census Report
4. _____ is a quality of Good Hypothesis
a) Small in size b) Conceptual Clarity c) durability d) applicability
5. Technical Report is otherwise called _____.
a) Interim Report b) Popular Report c) Thesis d) Summary

ANSWER THE FOLLOWING IN ONE (OR) TWO SENTENCES

(K2)

6. Define Research.
7. What is a sample?
8. Write a short notes on Collection of Data?
9. What is F- Test?
10. Define report.

SECTION – B

(5 X 5 = 25 MARKS)

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

(K3)

11. a) Discover the objectives of research.
(OR)
b) Illustrate the significance of research.
12. a) Explain the various concepts used in sample.
(OR)
b) List the types of probability sampling methods.

(CONTD.....2)

13.a) Describe the different types of data

(OR)

b) Compare primary data and secondary data.

14.a) The following result are obtained from a sample of 10 boxes of biscuits

Mean weight of contents =40 gms

Standard deviation of the weight =9 gms

Could the sample come from a population having a mean of 500 gms?

Evaluate the T=Test

(OR)

b) Describe the processing and analysis of data.

15.a) Show the various types of Research report.

(OR)

b) Discover the techniques of interpretation.

SECTION – C

(5 X 8 = 40 MARKS)

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

(K4 (Or) K5)

16. a) Discuss the process of research.

(OR)

b) Outline the various types of Research.

17. a) Point out the types of non-probability sampling methods.

(OR)

b) Discuss the steps in sample design .

18.a) Summarize the major steps involved in the process of construction of schedule or questionnaire

(OR)

b) Outline the various sources of data available in a research

19.a) Compare editing data and coding data.

(OR)

b) From the adult male population of seven large cities random samples of married an unmarried men as given below were taken. Can it be said that there is a significant variation among the people of different cities in the tendency to marry.

Cities	A	B	C	D	E	F	G	Total
Married	170	285	165	106	153	125	146	1150
Un married	40	125	35	37	55	35	33	360
	210	410	200	143	208	160	179	1510

20.a) Analyze the various steps involved in Report writing report.

(OR)

b) Discuss the layout of research report.
