

**ANNAI VIOLET ARTS AND SCIENCE COLLEGE  
DEPARTMENT OF BUSINESS ADMINISTRATION  
CONTINUOUS INTERNAL ASSESSMENT – I (ODD SEM.)  
SUBJECT: RESEARCH METHODOLOGY**

**Class : III B.B.A**

**Max.Marks : 50**

**Date : 02.09.2022-FN**

**Sub. Code:**

**PART A (5 × 2 = 10 Marks)**

**Answer any FIVE questions**

1. Define research.
2. Define research design.
3. Define Hypothesis?
4. What is meant by Qualitative Research?
5. Define the term data editing.
6. What is mean by tabulation?
7. What is Scaling?

**PART B – (2 × 5 = 10 Marks)**

**Answer any TWO questions**

8. Mention the criteria for good research.
9. Enumerate the different methods of collecting data.
10. Bring out essentials of a good questionnaire.

**PART C – (3 × 10 = 30 Marks)**

**Answer ALL questions**

11. Bring out the basic steps in research process.
12. Explain the methods or techniques of sampling.
13. Discuss the mechanics of writing a research report.

**Prepared by  
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Asst.Prof. & B.B.A.**