

Total No. of Pages: 1**6663****Register Number:**

Name of the Candidate:

M.B.A (COMMUNICATION) DEGREE EXAMINATION, 2011
(SECOND YEAR)
(PAPER-X)

220. RESEARCH METHODOLOGY

Dec.)

(Time: 3 Hours)

Maximum: 75 Marks

SECTION-A

(5×3=15)

Answer any FIVE questions
All questions carry equal marks

1. Define Research Problem.
2. Define Experimental Research.
3. What is snow ball sampling?
4. Differentiate between reliability and validity.
5. What do you understand by "Cause and Effect"?
6. Define Semantic differential scale.
7. What is focus group?
8. Enumerate the guidelines for preparing bibliography.

SECTION-B

(3×10=30)

Answer any THREE questions
All questions carry equal marks

9. Bring out the importance of research in social sciences.
10. Explain the importance of data analysis.
11. How will you check the references in the report?
12. What is Hypothesis? Explain the types with examples.
13. Write short notes on:
a) Case study b) Observation

SECTION-C

(2×15=30)

Answer any TWO questions

14. Discuss the process of research with an example.
15. Describe various methods of sampling.
16. What are scaling Techniques? Explain their importance.
17. Explain the stepwise process of evaluating research reports.