



THE AMERICAN COLLEGE, MADURAI

(An Autonomous Institution Affiliated to Madurai Kamaraj University)
Re-accredited (2nd Cycle) by NAAC with Grade "A", CGPA – 3.46 on a 4-point scale

Backlog Arrear Examination, March 2021

RESEARCH METHODOLOGY

Time: 3 Hours

BBA 3431/3531

Max. Marks: 75

Answer Any Five questions

5x15 = 75 Marks

1. Define Research. Discuss the objectives of Research.
2. Describe the stages of Research Process in detail..
3. What is Primary data? Explain its advantages and disadvantages.
4. Explain the various technique of sampling methods in business research.
5. What is research report? Explain the Layout of report writing.
6. Explain the term scaling. Explain the different types of scaling.
7. State and explain the different types of research report.