



MS – 482

IV Semester B.B.A. Examination, May 2016
(CBCS) (Fresh) (2015-16 and Onwards)
BUSINESS ADMINISTRATION
Paper – 4.2 : Business Research Methods

Time : 3 Hours

Max. Marks : 70

Instruction : Answers should be written in **English only**.

SECTION – A

Answer **any five** sub questions. **Each** question carries **two** marks. (5×2=10)

1. a) What is Conjoint Analysis ?
b) State any two merits of Primary Data.
c) Give the meaning of Snow-ball Sampling.
d) What is Research Report ?
e) What do you mean by notes taking ?
f) What is Exploratory Research ?
g) Give the meaning of Research Problem.

SECTION – B

Answer **any three** questions. **Each** question carries **six** marks.

(3×6=18)

2. List out merits and demerits of Sampling.
3. Give the format of Research Articles.
4. State the advantages and disadvantages of Interview.
5. Distinguish between Survey and Case study.
6. Briefly explain the steps in Sampling.

P.T.O.

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SECTION - C

Answer **any three** questions. **Each** question carries **fourteen** marks. **(3x14=42)**

7. Describe the contents of Research Design.
8. Explain the various techniques of Sampling.
9. Explain the purpose of Report Writing and precautions to be taken while writing Report.
10. Discuss the merits and limitations of Research.
11. Explain the factors to be considered while designing questionnaire.

SECTION - B

(3x8=24)

Answer any three questions. Each question carries six marks.

2. List out merits and demerits of Sampling.
3. Give the format of Research Articles.
4. State the advantages and disadvantages of Interview.
5. Distinguish between Survey and Case study.
6. Briefly explain the steps in Sampling.

P.T.O.



SA – 809

IV Semester B.B.M. Examination, April/May 2015
(Semester Scheme) (F + R) (2013-14 and Onwards)
BUSINESS MANAGEMENT
Paper – 4.2 : Business Research Methods

Time : 3 Hours

Max. Marks : 100

Instruction : Answers should be written in English only.

SECTION – A

1. Answer **any eight** of the following sub-questions. **Each** sub-question carries 2 marks : **(8×2=16)**
- What is research ?
 - State any two research approaches.
 - What is research problem ?
 - Mention different methods of data collection.
 - What is census survey ?
 - What do you mean by field work ?
 - What is questionnaire ?
 - Mention the types of analysis of data.
 - What is factor analysis ?
 - Mention any four types of business reports.

SECTION – B

Answer **any three** of the following questions. **Each** question carries 8 marks : **(3×8=24)**

- Why is literature review conducted ? Explain.
- Distinguish between primary and secondary data.
- Explain the significance of tabulation.
- Discuss the essentials of business report.

P.T.O.



SECTION - C

Answer question No. 10 and **any three** of the remaining questions. **Each** question carries **15** marks : **(4x15=60)**

6. Describe the various steps involved in the formulation of research problem.
7. Briefly explain the various techniques of sampling.
8. Briefly describe the process of construction of questionnaire.
9. What is hypothesis ? Explain the different types of hypothesis.
10. Explain the purpose of report writing in research. State the precautions to be taken while preparing the report.