IV Semester B.B.A. Examination, May/June 2018  
(CBCS) (Fresh + Repeaters) (2015-16 and Onwards)  
BUSINESS ADMINISTRATION  
Paper 4.2 : Business Research Methods

Time : 3 Hours
Max. Marks : 70

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

**SECTION – A**

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

1. a) Define the term Census.  
b) Name any two characteristics of research.  
c) What do you mean by secondary data ?  
d) Define research.  
e) Mention any two uses of sampling.  
f) What is a Research report ?  
g) What do you mean by a Questionnaire ?

**SECTION – B**

Answer any three questions. Each question carries six marks.  
(3×6=18)

2. State any six objectives of research.  
3. What is report ? Discuss the essentials of a research report.  
4. What are the essentials features of good research design ?  
5. Give the format of Research Articles.  
6. Briefly explain the steps in sampling.

**SECTION – C**

Answer any three questions. Each question carries 14 marks.  
(3×14=42)

7. Explain the steps involved in writing research report.  
8. Explain the various steps involved in the formulation of research problem.  
9. Explain the characteristics, merits and demerits of observation in data collection.  
10. Define sampling. Explain various techniques of sampling.  
11. Explain in detail the principles to be followed in report writing.
IV Semester B.B.M. Examination, May/June 2018
(2013-14 and Onwards) (Semester Scheme) (Repeaters)
BUSINESS MANAGEMENT
Paper – 4.2 : Business Research Methods

Time : 3 Hours
Max. Marks : 100

Instruction : Write all the answers in English only.

SECTION – A

Answer any eight questions. Each question carries two marks. \((8 \times 2 = 16)\)

1. a) What is pure research ?
   b) Give the meaning of research design.
   c) State any two features of census.
   d) What is area sampling ?
   e) What is Interview ?
   f) What is data ?
   g) State any two features of popular report.
   h) What is multidimensional scaling ?
   i) Distinguish between null hypothesis and alternative hypothesis.
   j) What is technical report ?

SECTION – B

Answer any three questions. Each question carries eight marks. \((3 \times 8 = 24)\)

2. Distinguish Research methods Vs Research methodology.

3. Explain the significance of Tabulation.

4. Explain any 6 elements of research design.

5. Explain the various steps involved in sampling.

6. Explain motivational research technique.

P.T.O.
Answer Question No. 10 and any three of the remaining questions.

Each question carries 15 marks: \[(4 \times 15 = 60)\]

7. Explain the contents of Research Proposal.

8. Explain the advantages and dis-advantages of secondary data.

9. Write a detailed note on identification of research problem.

10. Explain the different types of reports.

11. Explain the statistical methods used in Research.
IV Semester B.B.A. Examination, May 2017
(CBCS) (Fresh + Repeaters)
(2015 – 16 and Onwards)
BUSINESS ADMINISTRATION
Paper – 4.2 : Business Research Methods

Time : 3 Hours
Max. Marks : 70

Instruction : Answer should be written in English only.

SECTION – A

I. Answer any five sub-questions. Each sub-question carries two marks. (5x2=10)

1. a) Mention any two objectives of Research.
   b) What do you understand by Field Research ?
   c) What do you mean by Census ?
   d) What is Non-Probability Sampling ?
   e) What do you mean by a questionnaire ?
   f) What is Chi-Square test ?
   g) What is a Research Report ?

SECTION – B

II. Answer any three questions. Each question carries six marks. (3x6=18)

2) What is review of literature ? Explain why literature review is conducted.
3) What are advantages and limitations of face-to-face interview ? Explain.
4) What is factor analysis ? Write a note on factor analysis.
5) Explain the functions of research report.
6) Explain the importance of social science research in a country like India.

P.T.O.
III. Answer any three questions. Each question carries fourteen marks. (3×14=42)

7) Explain the research process in detail.

8) What is sampling? Explain probability and non-probability sampling techniques in detail.

9) Write a detailed note on motivational research.

10) Write a note on:
    a) Conjoint analysis
    b) Discriminant analysis and
    c) Cluster analysis

11) Explain the steps involved in writing research report.
IV Semester B.B.M. Examination, May 2017
(Repeaters) (2013 – 14 & Onwards)
BUSINESS MANAGEMENT
Paper – 4.2 : Business Research Methods

Time : 3 Hours  Max. Marks : 100

*Instruction:* Write all answers in English only.

SECTION – A

Answer any eight questions. Each question carries two marks. \((2\times8=16)\)

1. a) What is Research?
   b) What is Census?
   c) What do you mean by sampling?
   d) What is ANOVA?
   e) Give the meaning of hypothesis.
   f) What is factor analysis?
   g) What is chi-square test?
   h) What is research design?
   i) What is research report?
   j) What is multidimensional scaling?

SECTION – B

Answer any three questions. Each question carries eight marks. \((3\times8=24)\)

2. What are the limitation of secondary data?
3. Explain different methods of sampling.
4. Explain Motivational Research Technique.
5. Explain Research Methods vs Research Methodology.
6. What are the essentials of an ideal report?
SECTION – C

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

7. Define hypothesis. Explain the different types of hypothesis tests.
8. What is Research? Explain steps and types of Research.
10. Explain in brief the objectives and scope of research.
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.

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.

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.
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 a Report.
10. Discuss the merits and limitations of Research.
11. Explain the factors to be considered while designing questionnaire.
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)
   a) What is research?
   b) State any two research approaches.
   c) What is research problem?
   d) Mention different methods of data collection.
   e) What is census survey?
   f) What do you mean by field work?
   g) What is questionnaire?
   h) Mention the types of analysis of data.
   i) What is factor analysis?
   j) Mention any four types of business reports.

SECTION – B

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

2. Why is literature review conducted? Explain.

3. Distinguish between primary and secondary data.

4. Explain the significance of tabulation.

5. 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: (4×15=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.