Reg. No. ☐☐☐☐☐☐☐☐

IV Semester B.B.A. Degree Examination, August/September - 2023
BUSINESS ADMINISTRATION
Business Research Methods
(CBCS Scheme Repeaters 2019-20 Onwards)
Paper : 4.3

Time : 3 Hours

Maximum Marks : 70

Instructions to Candidates:

Answers should be written in English only.

SECTION - A

Answer any **Five** from the following questions. Each question carries 2 marks. **(5×2=10)**

1. a)   Define Business Research.

   b)   What is Research gap?

   c)   Give the meaning of Survey method.

   d)   What is meant by Review of literature?

   e)   What is report writing?

   f)   Define the term Plagiarism

   g)   What is a Questionnaire?

SECTION - B

Answer any **Three** from the following questions. Each question carries 5 marks.**(3×5=15)**

2. State any five objectives of Research.

3. Briefly explain the sources of Secondary data.

4. What are the various steps involved in developing a sampling plan?

5. Write a note on Ethics in Research.

[P.T.O.

SECTION - C

Answer any **Three** from the following questions. Each question carries **15 marks.** (3×15=45)

6. What is Research? Explain the various types of Research.

7. Discuss the various steps in Research.

8. Explain in detail the various sampling methods.

9. Explain the layout of a Research report in detail.

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IV Semester B.B.A. (Aviation Management) Degree Examination,
September/October - 2022
BUSINESS RESEARCH METHOD
(CBCS Scheme 2019-20)
Paper - 4.2

Time : 3 Hours   Maximum Marks : 70

Instructions to Candidates :
    Answers should be written in English only.

SECTION - A

I.   Answer any **Five** sub-questions. Each question carries **Two** marks.   (5×2=10)

1.   a)   Name any two objectives of Research.

     b)   What is a Research Report?

     c)   Define Type-I Error in Hypothesis Testing.

     d)   What are the functions of Diagrams & graphs.

     e)   Define multiple Bar-Diagram.

     f)   What do you mean by a Questionnaire?

     g)   Mention any two-uses of sampling.

SECTION - B

II. Answer any **Three** Questions. Each question carries Six marks :   (3×6=18)

2.   Explain the different level of Attitude Measurement Technique.

3.   What do you mean by stastistical analysis? Explain any two of there.

4.   State the merits & de-merits of Interview method of Data collection.

5.   State any six objectives of Research.

[P.T.O.

SECTION - C

(3×14=4

III. Answer any **Three** questions. Each question carries **Fourteen** marks :

6. Explain the various steps in the formation of Research problem.

7. Explain the steps involved in writing a Research Report.

8. Explain probability and Non-probability sampling Techniques in detail.

9. Explain the different types of one-dimensional diagrams.

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IV Semester B.B.A. Degree Examination, September/October - 2022

BUSINESS ADMINISTRATION

Business Research Methods

(CBCS Scheme Fresh+Repeaters)

Paper : 4.2

Maximum Marks : 70

Time : 3 Hours

Instructions to Candidates:

Answer should be written in English only.

SECTION - A

Answer any **Five** sub-questions. Each sub-question carries **Two** marks. (5×2=10)

1. a) Mention any two objectives of Research.
   b) Define Business Research.
   c) What are the measures of central tendency?
   d) What is Primary Data?
   e) What are the characteristics of a good sample?
   f) What do you mean by coding?
   g) What is the meaning of census?
   h) What is Tabulation?

SECTION - B

Answer any **Three** questions. Each question carries **Five** marks. (3×5=15)

2. Explain objectives of Research?

3. What do you mean by sample? What are the characteristics of a good sample.

4. Represent the following data by using a histogram and a frequency polygon.

X	F
0-10	12
10-20	25
20-40	44
40-60	36
60-90	30

[P.T.O.

5. Five dice are rolled 200 times with 2, 4 or 6 termed as success what is the expected proportion of success? If proportion of success is 0.45, test at 1% level of significance whether the die are unbiased.

SECTION - C

Answer any **Three** questions. Each question carries **Fifteen** marks.   (3×15=45)

6. What do you mean by research design? Explain the types of research design?

7. Write a short note on
   a.   Questionnaire.
   b.   Tabulation.
   c.   F-test.

8. Describe the Research Process in detail?

9. Explain in detail the Non probability sampling techniques?

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