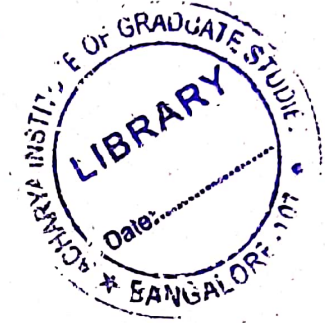**35422**

Reg. No.

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

BUSINESS ADMINISTRATION

Business Research Methods

(CBCS Scheme Fresh+Repeaters)

Paper : 4.2

Time : 3 Hours   Maximum Marks : 70

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.

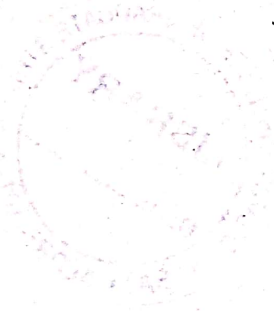| X	F
0-10	12
10-20	25
20-40	44
40-60	36
60-90	30

[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?

Reg. No. ☐☐☐☐☐☐☐

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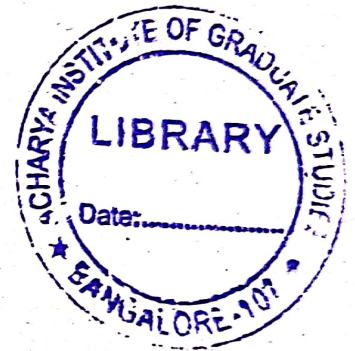Paper - 4.2

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

III. Answer any **Three** questions. Each question carries **Fourteen** marks : (3×14=42)

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.