



K21U 4653

Reg. No. :

Name :



V Semester B.B.A. Degree CBCSS (OBE) Regular
Examination, November 2021

(2019 Admn. Only)

Core Course

5B10BBA/BBA(RTM) : BUSINESS RESEARCH METHODS

Time : 3 Hours

Max. Marks : 40

SECTION – A

Answer **all** questions. **Each** carries 1 mark.

1. Define research.
2. What is research design?
3. What is secondary data ?
4. What do you mean by survey ?
5. What is judgement sampling ?
6. Define bibliography.

(6×1=6)

SECTION – B

Answer **any six** questions. **Each** question carries 2 marks.

7. State the characteristics of research.
8. Discuss the advantages of an interview schedule.
9. State any four tools of collecting primary data.
10. State the significance of research design.
11. Discuss probability and non-probability sampling.

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- 12. What are the characteristics of a good sample design ?
- 13. Discuss the significance of reporting.
- 14. What are the various kinds of research reports ? (6×2=12)

SECTION – C

Answer **any four** questions. **Each** question carries **3** marks.

- 15. Distinguish between qualitative and quantitative research.
- 16. Explain the important steps in research.
- 17. Discuss the qualities of a good questionnaire.
- 18. What are the various characteristics of research interviews ?
- 19. Discuss the sources of research problem.
- 20. Explain the steps in sampling design. (4×3=12)

SECTION – D

Answer **any two** questions. **Each** question carries **5** marks.

- 21. Explain in detail the various kinds of research.
 - 22. Discuss the various sources of primary and secondary data.
 - 23. What are the stages in a research design ?
 - 24. What is a research report ? State its contents. (2×5=10)
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