Reg. No. : ....

Name : ....

V Semester B.B.A./B.B.A. (R.T.M.) Degree (C.B.C.S.S. – O.B.E. – Regular/ Supplementary/Improvement) Examination, November 2025
(2019 to 2023 Admissions)
Core Course
5B10BBA/BHA/BBA(RTM) : BUSINESS RESEARCH METHODS

Time : 3 Hours

Max. Marks : 40

PART – A

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

1. What is the primary purpose of exploratory research ?

2. What is a pre-test in research ?

3. Give one example of a leading question.

4. Name any two factors that influence sample design.

5. What is an executive summary in a research report ?

6. When is an interim report generally prepared ?

(6×1=6)

PART – B

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

7. Differentiate between basic research and applied research with suitable examples.

8. Mention any three sources from which a research problem can be identified.

9. What is snowball sampling ? Give one example of its use.

10. What is a footnote in research writing ?

P.T.O.

11. Differentiate between cluster and stratified sampling with examples.

12. What is systematic sampling ? Give one example.

13. What is APA style in bibliography preparation ?

14. Why is a pilot study is important before conducting the main research ? **(6×2=12)**

PART – C

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

15. What is quantitative research ? Briefly explain its characteristics.

16. Discuss the suitability of survey method in business research.

17. Explain the importance of research design and how it guides the overall structure of a research study.

18. Differentiate between sampling errors and non-sampling errors with examples.

19. Outline the main steps in writing a research report, highlight the importance of each step.

20. Explain the different methods of classifying data. **(4×3=12)**

PART – D

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

21. Discuss the scope of research in business, Explain how it supports decision-making, strategic planning and innovation across different functional areas.

22. Explain the role and importance of executive summary in business research.

23. Discuss the concept of data collection, distinguish between primary and secondary methods and evaluate the advantages and limitations of each.

24. Discuss the importance of a review of literature in the research process.

(2×5=10)

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