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FIFTH SEMESTER (CBCSS—UG) DEGREE EXAMINATION NOVEMBER 2022

B.B.A.

BBA 5B 08—BUSINESS RESEARCH METHODS

(2019 Admission onwards)

Time : Two Hours　　　　　　　　　　　　　　　　　Maximum : 60 Marks

Part A

Answer **all** *questions.*
Each question carries 2 *marks.*
Ceiling 20 *marks.*

1. What is a Deduction Approach in research ?

2. What is a Pilot study ?

3. What is a Level of significance ?

4. What is Interview schedule ?

5. Explain Cluster sampling.

6. What is Basic Research ?

7. What is Sampling Errors ?

8. What is your idea about Hypothesis ?

9. Explain about Primary Data.

10. What is Research Problem ?

11. What is Variable ?

12. What is Ratio scale ?

$(12 \times 2 = 24$, Maximum : Ceiling 20 marks)

Part B

Answer **all** *questions.*
Each question carries 5 *marks.*
Ceiling 35 *marks.*

13. What are the various types of research ?

14. What is hypothesis testing ? How is it done ?

Turn over

15. What is your idea about Reliability and Validity ?

16. Briefly explain the different objectives of Research.

17. What do you mean by analysis of data ? Examine its various types.

18. What is the relevance for collecting Literature Review ?

19. What is the importance of Research report ?

<div align="right">(7 × 5 = 35, Maximum : Ceiling 30 marks)</div>

Part C

Answer any **one** *question.*
The question carries 10 *marks.*

20. Explain the following terms : 1. Sample Design, 2. Case Study, 3. SPSS, 4. Bibliography.

21. What are the different steps involved in writing a good research report ?

<div align="right">(1 × 10 = 10 marks)</div>