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(Pages : 2)

Name.....

Reg. No.....

**FIFTH SEMESTER U.G. DEGREE EXAMINATION, NOVEMBER 2021**

(CBCSS—UG)

B.B.A.

BBA 5B 08—BUSINESS RESEARCH METHODS

(2019 Admissions)

Time : Two Hours

Maximum : 60 Marks

**Section A**

*Answer at least **eight** questions.*

*Each question carries 3 marks.*

*All questions can be attended.*

*Overall Ceiling 24.*

1. What is a Deduction Approach in research ?
2. What is a Research Gap ?
3. What is a Level of significance ?
4. What is Sample ?
5. Explain Cluster sampling.
6. What is Primary Data ?
7. What is Sampling Errors ?
8. What is your idea about Nominal scale ?
9. Explain about Pilot Study.
10. What is Contingency Table ?
11. What is Variable ?
12. What is Index Number ?

(8 × 3 = 24 marks)

**Section B**

*Answer at least **five** questions.*

*Each question carries 5 marks.*

*All questions can be attended.*

*Overall Ceiling 25.*

13. What are the various types of research ?
14. How do you identify Research Problem ?

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15. What is your idea about Reliability and Validity ?
16. Briefly explain the different types of Measurements.
17. What do you mean by analysis of data ? Examine its various types.
18. What is the difference between Questionnaire and Schedule ?
19. What is the importance of Research report ?

(5 × 5 = 25 marks)

### Section C

*Answer any one question.*

*The question carries 11 marks.*

20. Explain the following terms : 1. Documentation ; 2. Citation ; 3. Footnotes ; 4. Reference ; 5. Bibliography ; and 6. APA and MLA style of format.
21. What are the different steps involved in writing a good research report ?

(1 × 11 = 11 marks)