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(Pages : 2)

Name.....

Reg. No.....

**FIFTH SEMESTER (CBCSS—UG) DEGREE EXAMINATION  
NOVEMBER 2023**

B.B.A.

BBA 5B 08—BUSINESS RESEARCH METHODS

(2019 Admission onwards)

Time : Two Hours

Maximum : 60 Marks

**Part A***Answer all questions.*

1. Define Research design.
2. What is Primary Data ?
3. What is Cluster Sampling ?
4. Define Research Problem.
5. What are independent variables ?
6. What is a Null hypothesis ?
7. What are contingency Tables ?
8. What is Research gap ?
9. What are intervening variables ?
10. What is Deduction Theory ?
11. What is Social research ?
12. What do you mean by research Process ?

(12 × 2 = 24, Maximum ceiling 20 marks)

**Part B***Answer all questions.*

13. What are the essentials of a good Questionnaire ?
14. What are the important difference between Exploratory research and Descriptive research ?

**Turn over**

15. What are the different types of statistical analysis ?
16. What are the different methods of collecting Primary data ?
17. What are the different types of graphs used to represent data ?
18. What are the criteria for a good measurement ?
19. What are the different sources of Secondary Data ?

(7 × 5 = 35, Maximum ceiling 30 marks)

### Part C

*Answer any **one** question.*

20. Explain Sampling design ? What are the important steps in developing a sampling design ?
21. What do you mean by a Research report ? Explain the different steps in drafting a good research report.

(1 × 10 = 10 marks)