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Name.....

Reg. No.....

**FIFTH SEMESTER (CBCSS—UG) DEGREE EXAMINATION  
NOVEMBER 2025**

B.B.A.

BBA 5B 08—BUSINESS RESEARCH METHODS

(2019 Syllabus)

Time : Two Hours

Maximum : 60 Marks

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

1. What is an index number ?
2. What is meant by citation ?
3. Define business research.
4. What is meant by a null and an alternative hypothesis ?
5. What do you mean by an intervening variable ?
6. What is a contingency table ?
7. What do you mean by a research design ?
8. What is a Questionnaire ?
9. What do you mean by a research gap ?
10. List out any *four* advantages of primary data.
11. What is a research report ?
12. What do you mean by an experience survey ?

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

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

13. What are the various levels or types of measurement scales ?
14. List out the various advantages and limitations of secondary data.

**Turn over**

15. List out the qualities or characteristics of a good research report.
16. Distinguish between an interview schedule and a questionnaire.
17. Briefly explain the various types of probabilistic sampling methods or techniques.
18. What are the features of business research ?
19. Write a note on sampling and non-sampling errors.

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

### Part C

*Answer any **one** question.*

*The question carries 10 marks.*

20. What is meant by exploratory research ? Explain the various methods of exploratory research.
21. Discuss in detail the essential contents of a research report. Also, explain the key steps involved in drafting a report.

(1 × 10 = 10 marks)