

105101



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**GS-520**

IV Semester B.B.A. Examination, May/June - 2019  
(F+R) (CBCS - 2015-16 & onwards)

**BUSINESS ADMINISTRATION**

**4.2 BUSINESS RESEARCH METHODS**

Time : 3 Hours

Max. Marks : 70

**Instruction :** Answer should be written in English only.

**SECTION - A**

1. Answer **any five** sub-questions. Each question carries **two** marks. **5x2=10**
- (a) What do you mean by Census ?
  - (b) What is Chi-square test ?
  - (c) Define research.
  - (d) Mention any two principles of Sampling.
  - (e) Give the meaning of report writing.
  - (f) What do you understand by applied research ?
  - (g) What is tabulation ?

**SECTION - B**

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

**3x6=18**

- 2. What are the merits and demerits of face-to-face interview ?
- 3. Distinguish between primary data and secondary data.
- 4. What are the principles of report writing ?
- 5. Explain probability sampling techniques with examples.
- 6. Explain the importance of social science research.

**P.T.O.**

**SECTION - C**

Answer **any three** questions. Each question carries **14** marks.

**3x14=42**

7. What is research ? Explain different types of research.
8. Explain the different methods of data collection in detail.
9. Explain the contents of research design.
10. What are the qualities of a good questionnaire ?
11. Explain the steps involved in writing research report.

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