



SE – 277

<sup>15</sup>  
IV Semester B.B.A. Examination, September 2020  
(CBCS – 2015-16 and Onwards) (F+R)  
**BUSINESS ADMINISTRATION**  
**Paper – 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. (5×2=10)
- a) What is research ?
  - b) What is questionnaire ?
  - c) Define the term business report.
  - d) What is Chi-square test ?
  - e) Expand WAT and TAT.
  - f) What is sample size ?
  - g) Give the meaning of report writing.

SECTION – B

- Answer **any three** questions. **Each** question carries **six** marks. (3×6=18)
- 2. Distinguish between primary and secondary data.
  - 3. Explain the qualities of good researcher.
  - 4. Describe the contents of a business research report.
  - 5. What is factor analysis ? Write a note on factory analysis.
  - 6. State the advantages and disadvantages of interview.



SECTION – C

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

(3×14=42)

7. Explain the steps involved in writing research report.
  8. Explain the various steps involved in the formation of research problem.
  9. Explain the different methods of data collection in detail.
  10. What is hypothesis ? Explain the different types of hypothesis.
  11. Briefly explain the qualities of a good questionnaire.
-