



UG – 357

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IV Semester B.B.A. Examination, Sept./Oct. 2022
(Repeaters) (CBCS) (2015-16 and Onwards)
BUSINESS ADMINISTRATION
Paper – 4.2 : Business Research Methods

Time : 3 Hours

Max. Marks : 70

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

SECTION – A

1. Answer **any five** questions, **each** question carries **two** marks. (5×2=10)
- a) Define the term “Research”.
 - b) Mention any two principles of sampling.
 - c) Write a note on Chi-square Test.
 - d) Give a sample for close ended question.
 - e) What do you mean by APA format ?
 - f) Write a short note on Market research.
 - g) Write any two differences between questionnaire and schedule.

SECTION – B

Answer **any three** questions of the following. **Each** question carries **six** marks. (3×6=18)

- 2. What are the objectives of pre-testing a questionnaire ?
- 3. Briefly explain the factors that affect in the selection of an appropriate statistical tool.
- 4. Explain various types of tables with examples.
- 5. Mention the advantages and disadvantages of face-to-face interview.
- 6. List out the functions of research report.

P.T.O.



SECTION – C

Answer **any three** questions of the following. **Each** question carries **fourteen** marks.

(3×14=42)

7. Briefly explain the research process in detail.
 8. Explain in detail about the role of tabulation in research.
 9. Explain the format of a Academic Research Report.
 10. Write a detailed note on motivational research.
 11. Explain the differences between a questionnaire and schedule.
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