

D 50494

(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)

D 50494-A

(Pages : 4)

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B.B.A.

BBA 5B 08—BUSINESS RESEARCH METHODS

(2019 Admission onwards)

(Multiple Choice Questions for SDE Candidates)

Time : 15 Minutes**Total No. of Questions : 15****Maximum : 15 Marks****INSTRUCTIONS TO THE CANDIDATE**

1. This Question Paper carries Multiple Choice Questions from 1 to 15.
2. The candidate should check that the question paper supplied to him/her contains all the 15 questions in serial order.
3. Each question is provided with choices (A), (B), (C) and (D) having one correct answer. Choose the correct answer and enter it in the main answer-book.
4. The MCQ question paper will be supplied after the completion of the descriptive examination.

BBA 5B 08—BUSINESS RESEARCH METHODS
(Multiple Choice Questions for SDE Candidates)

1. Business research means the discovery of new knowledge in the field of _____.
(A) Management. (B) Administration.
(C) Business. (D) None of these.
2. A _____ is an abstraction formed by generalizations from particulars
(A) Constructs. (B) Concept.
(C) Induction. (D) Deduction.
3. _____ research is mainly concerned with generalizations and with the formulation of a theory.
(A) Basic. (B) Exploratory.
(C) Applied. (D) Experimental.
4. Secondary data analysis is another form of _____ research.
(A) Situational. (B) Causal.
(C) Descriptive. (D) Exploratory.
5. _____ are the variables that may have some affects upon a dependent variable but yet are not independent variables.
(A) Dependent variables.
(B) Independent variables.
(C) Extraneous variables.
(D) None of these.
6. Data processing consists of _____, coding and tabulation.
(A) Editing. (B) Entry.
(C) Classification. (D) None of these.
7. If the study is related one variable it is called _____ analysis.
(A) Bivaralite. (B) Correlation.
(C) Casual analysis. (D) Unidimensional.

8. _____ are specialized types of database.
- (A) Spreadsheets.
 - (B) Microsoft word.
 - (C) Microsoft office.
 - (D) None of these.
9. Measures of the dispersion are a _____ of the entire group or data.
- (A) Typical value.
 - (B) Central value.
 - (C) Positional average.
 - (D) None of these.
10. _____ study is undertaken where the information known on a particular subject matter is little.
- (A) Exploratory.
 - (B) Descriptive.
 - (C) Casual.
 - (D) Action.
11. Variables that contain data have only two categories are called _____.
- (A) Interval.
 - (B) Ordinal.
 - (C) Nominal.
 - (D) Dichotomous.
12. Under _____ sampling method, the samples are selected non-randomly according to some fixed quota.
- (A) Systematic.
 - (B) Snow ball.
 - (C) Judgment.
 - (D) Quota.
13. The ranks obtained by students will be measured on the basis of _____ scale.
- (A) Nominal.
 - (B) Ordinal.
 - (C) Interval.
 - (D) Ratio.
14. Which of the following is a non comparative scale ?
- (A) Paired comparison.
 - (B) Rank order.
 - (C) Constant sum.
 - (D) Continuous rating scale.

Turn over

15. Likert's scale is an example of _____ Scale.
- (A) Comparative. (B) Non-comparative.
(C) Verbal. (D) Numeric.