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)