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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 ?

 $(12 \times 2 = 24, Maximum ceiling 20 marks)$

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 ?

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- 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?

 $(7 \times 5 = 35, Maximum ceiling 30 marks)$

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.

 $(1 \times 10 = 10 \text{ marks})$