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(Pages : 2)

Name..

Reg. No...................................

FIFTH SEMESTER U.G. DEGREE EXAMINATION, NOVEMBER 2021

(CBCSS—UG)

B.B.A.

BBA 5B 08—BUSINESS RESEARCH METHODS

(2019 Admissions)

Time : Two Hours

Maximum : 60 Marks

Section A

Answer at least **eight** *questions.*
Each question carries 3 *marks.*
All questions can be attended.
Overall Ceiling 24.

1. What is a Deduction Approach in research ?

2. What is a Research Gap ?

3. What is a Level of significance ?

4. What is Sample ?

5. Explain Cluster sampling.

6. What is Primary Data ?

7. What is Sampling Errors ?

8. What is your idea about Nominal scale ?

9. Explain about Pilot Study.

10. What is Contingency Table ?

11. What is Variable ?

12. What is Index Number ?

$(8 \times 3 = 24 \text{ marks})$

Section B

Answer at least **five** *questions.*
Each question carries 5 *marks.*
All questions can be attended.
Overall Ceiling 25.

13. What are the various types of research ?

14. How do you identify Research Problem ?

Turn over

15. What is your idea about Reliability and Validity ?

16. Briefly explain the different types of Measurements.

17. What do you mean by analysis of data ? Examine its various types.

18. What is the difference between Questionnaire and Schedule ?

19. What is the importance of Research report ?

(5 × 5 = 25 marks)

Section C

Answer any **one** *question.*
The question carries 11 *marks.*

20. Explain the following terms : 1. Documentation ; 2. Citation ; 3. Footnotes ; 4. Reference ; 5. Bibliography ; and 6. APA and MLA style of format.

21. What are the different steps involved in writing a good research report ?

(1 × 11 = 11 marks)