

D 30444

(Pages : 2)

Name.....

Reg. No.....

**FIFTH SEMESTER (CBCSS—UG) DEGREE EXAMINATION**  
**NOVEMBER 2022**

B.B.A.

BBA 5B 08—BUSINESS RESEARCH METHODS

(2019 Admission onwards)

Time : Two Hours

Maximum : 60 Marks

**Part A***Answer all questions.**Each question carries 2 marks.**Ceiling 20 marks.*

1. What is a Deduction Approach in research ?
2. What is a Pilot study ?
3. What is a Level of significance ?
4. What is Interview schedule ?
5. Explain Cluster sampling.
6. What is Basic Research ?
7. What is Sampling Errors ?
8. What is your idea about Hypothesis ?
9. Explain about Primary Data.
10. What is Research Problem ?
11. What is Variable ?
12. What is Ratio scale ?

(12 × 2 = 24, Maximum : Ceiling 20 marks)

**Part B***Answer all questions.**Each question carries 5 marks.**Ceiling 35 marks.*

13. What are the various types of research ?
14. What is hypothesis testing ? How is it done ?

**Turn over**

15. What is your idea about Reliability and Validity ?
16. Briefly explain the different objectives of Research.
17. What do you mean by analysis of data ? Examine its various types.
18. What is the relevance for collecting Literature Review ?
19. What is the importance of Research report ?

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

### Part C

*Answer any one question.*

*The question carries 10 marks.*

20. Explain the following terms : 1. Sample Design, 2. Case Study, 3. SPSS, 4. Bibliography.
21. What are the different steps involved in writing a good research report ?

( $1 \times 10 = 10$  marks)