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Name: ....

Reg.No: ....

FIFTH SEMESTER B.B.A. DEGREE EXAMINATION, NOVEMBER 2021

(CBCSS - UG)

CC19U BBA5 B08 - BUSINESS RESEARCH METHODS

(BBA - Core Course)

(2019 Admission - Regular)

Time : 2.00 Hours

Maximum : 60 Marks

Credit : 3

Part A (Short answer questions)

Answer *all* questions. Each question carries 2 marks.

1. Write the features of business research.

2. What do you mean by hypothesis?

3. What is dependent variables?

4. What do you mean by identifying research gap?

5. What are the different types of data?

6. List out the sources of secondary data.

7. Define Exploratory Research.

8. Define Experience Survey.

9. Write down any two Essentials of Scaling.

10. Describe the term Interval scale.

11. What is editing?

12. What is a research report?

(Ceiling: 20 Marks)

Part B (Paragraph questions)

Answer *all* questions. Each question carries 5 marks.

13. Differentiate inductive and deductive approach?

14. Differentiate between desriptive and causal research?

15. What are the uses of research hypothesis?

16. What are the advantages of sampling ?

17. Write a note on the Secondary Data Analysis.

18. What are the qualities of a good report?

19. What is the purpose of documentation in a research report?

(Ceiling: 30 Marks)

Part C (Essay questions)

Answer any *one* question. The question carries 10 marks.

20. Explain graphical representation of data? What are the different types of graphs used in research?

21. What is reporting ? What are the different stages in preparation of a report?

(1 × 10 = 10 Marks)

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