

22U560

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Name:

Reg.No:

FIFTH SEMESTER B.B.A. DEGREE EXAMINATION, NOVEMBER 2024

(CBCSS - UG)

(Regular/Supplementary/Improvement)

CC19U BBA5 B08 - BUSINESS RESEARCH METHODS

(BBA - Core Course)

(2019 Admission onwards)

Time : 2.00 Hours

Maximum : 60 Marks

Credit : 3

Part A (Short answer questions)

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

1. What is review of literature?
2. What is inductive logic?
3. What do you mean by hypothesis?
4. What are the different types of data?
5. State the Limitation of Secondary Data.
6. Define Case Study .
7. Describe the term Ordinal scale.
8. Define Schedule.
9. What is tabulation?
10. What is interval scale?
11. What is mode?
12. What is interpretation of data?

(Ceiling: 20 Marks)

Part B (Paragraph questions)

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

13. What are the uses of research hypothesis?
14. Distinguish between dependent and independent variables.
15. Explain the Steps in developing a research design?
16. Describe the different methods of Primary Data Collection.
17. What are the steps involved in drafting of a report?

18. Explain the characteristics of a good report.
19. What are the different forms of bibliography?

(Ceiling: 30 Marks)

Part C (Essay questions)

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

20. Explain the different areas of business research.
21. Write a note on Measurement and Scaling. Also, explain the criteria for Good Measurement scales.

(1 × 10 = 10 Marks)
