

23U558

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Name:

Reg.No:

FIFTH SEMESTER B.B.A. DEGREE EXAMINATION, NOVEMBER 2025

(CBCSS - UG)

(Regular/Supplementary/Improvement)

CC19UBBA5B08 - 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. Write any two criteria for the choice of research area.
2. What is alternative hypothesis?
3. Write an example for research hypothesis.
4. What is experience survey?
5. What is group interview?
6. What is ratio scale?
7. List out any four essentials required for a good measurement scale.
8. What is coding?
9. Distinguish between oral reporting and written reporting.
10. What is second draft?
11. What is abstract?
12. What is bibliography?

(Ceiling: 20 Marks)

Part B (Paragraph questions)

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

13. Explain different variables used in business research.
14. What are the advantages of sampling?
15. Describe the different sources of primary data.
16. What is Secondary Data? Explain the Limitations of Secondary Data.

17. Write a note on measurement and scaling.
18. Explain the different types of graphs.
19. What are the points to be kept in mind while incorporating quotation in the report?

(Ceiling: 30 Marks)

Part C (Essay questions)

Answer any *two* questions. Each question carries 10 marks.

20. "Research is an never-ending quest for knowledge". Comment.
21. Explain the steps in developing research design.

(1 × 10 = 10 Marks)
