

20U557

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Name: .....

Reg.No: .....

**FIFTH SEMESTER B.B.A. DEGREE EXAMINATION, NOVEMBER 2022**

(CBCSS - UG)

(Regular/Supplementary/Improvement)

**CC19U BBA5 B08 - BUSINESS RESEARCH METHODS**

(BBA - Core Course)

(2019 Admission onwards)

Time : 2 Hours

Maximum : 60 Marks

Credit : 3

**Part A** (Short answer questions)

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

1. Mention any two role of business research in decision making.
2. Write an example for deductive approach.
3. What is intervening variables?
4. What are the different types of data?
5. What are the benefits of using secondary data in research?
6. Write any four Advantages of Exploratory research.
7. What is Secondary Data Analysis?
8. List out any four Method of Primary Data Collection.
9. What is a Survey Instrument?
10. What is inclusive type class intervals?
11. What is weighted arithmetic mean?
12. What is working bibliography?

**(Ceiling: 20 Marks)**

**Part B** (Paragraph questions)

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

13. What are the sources of research problem?
14. What are the qualities of a good hypothesis?
15. How to formulate a research hypothesis?
16. What is systematic sampling ?

17. Explain the essentials for Good Measurement.
18. What are the qualities of a good report?
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 *one* question. The question carries 10 marks.

20. Write an essay on various types business research.
21. Write a note on analysis and interpretation of data.

**(1 × 10 = 10 Marks)**

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