

21U558

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Name:

Reg.No:

FIFTH SEMESTER B.B.A. DEGREE EXAMINATION, NOVEMBER 2023

(CBCSS - UG)

(Regular/Supplementary/Improvement)

CC19U BBA5 B08 - BUSINESS RESEARCH METHODS

(BBA - Core Course)

(2019 Admission onwards)

Time : 2.5 Hours

Maximum : 80 Marks

Credit : 4

Part A (Short answer questions)

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

1. What is null hypothesis?
2. What do you mean by descriptive research?
3. What is independent variables?
4. Define population.
5. What is primary data?
6. Explain the term secondary data with an example.
7. Define Exploratory Research.
8. What is Pilot Study?
9. What is scaling?
10. Describe the term Ratio Scale.
11. What is a Questionnaire?
12. What is classification?
13. What are measures of dispersion?
14. Why a report should be good?
15. What is references in a project report?

(Ceiling: 25 Marks)

Part B (Paragraph questions)

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

16. Explain the phases of business research.

17. What is the significance of theory in research?
18. Explain about research problem identification.
19. What are the uses of research hypothesis?
20. Describe the criteria for Good Measurement.
21. Differentiate between Questionnaire and Schedule.
22. Explain the importance of reporting.
23. Explain the items included in the appendix.

(Ceiling: 35 Marks)

Part C (Essay questions)

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

24. Define business research. Explain the significance of research in business.
25. Explain the steps in developing research design.
26. Explain graphical representation of data? What are the different types of graphs used in research?
27. What is reporting? What are the different stages in preparation of a report?

(2 × 10 = 20 Marks)
