

IV Semester B.B.A. Examination, May/June 2018 (CBCS) (Fresh + Repeaters) (2015-16 and Onwards) BUSINESS ADMINISTRATION Paper 4.2: Business Research Methods

Time: 3 Hours Max. Marks: 70

Instruction: Answer should be written in English only.

SECTION - A

Answer any five questions. Each question carries two marks.

 $(5 \times 2 = 10)$

- 1. a) Define the term Census.
 - b) Name any two characteristics of research.
 - c) What do you mean by secondary data?
 - d) Define research.
 - e) Mention any two uses of sampling.
 - f) What is a Research report?
 - g) What do you mean by a Questionnaire?

SECTION - B

Answer any three questions. Each question carries six marks.

 $(3 \times 6 = 18)$

- 2. State any six objectives of research.
- What is report? Discuss the essentials of a research report.
- 4. What are the essentials features of good research design?
- 5. Give the format of Research Articles.
- 6. Briefly explain the steps in sampling.

SECTION - C

Answer any three questions. Each question carries 14 marks.

 $(3 \times 14 = 42)$

- 7. Explain the steps involved in writing research report.
- 8. Explain the various steps involved in the formulation of research problem.
- 9. Explain the characteristics, merits and demerits of observation in data collection.
- 10. Define sampling. Explain various techniques of sampling.
- 11. Explain in detail the principles to be followed in report writing.