



SE – 523

IV Semester B.B.A. Examination, June/July 2026

(SEP 2024 – 25)

BUSINESS ADMINISTRATION

BBA 4.3 : Business Research Methodology

Time : 3 Hours

Max. Marks : 80

Instruction : Answers should be written in English only.

SECTION – A

Answer **any seven** sub-questions. **Each** sub-question carries **2** marks. (7×2=14)

1. a) State any two characteristics of research.
- b) Give the meaning of deductive research approach.
- c) Mention any 4 sources of literature review.
- d) Give the meaning of empirical research gap.
- e) State any two characteristics of research design.
- f) What is a variable ?
- g) Give the meaning of questionnaire.
- h) What is secondary data ?
- i) Write 4 types of classification of data.
- j) Give the meaning of research report.



SECTION – B

Answer **any three** questions. **Each** question carries **8** marks. (3×8=24)

2. Explain the characteristics of research.
3. Explain the types of literature review.
4. Explain the types of variables.
5. Describe the types of primary data.
6. Explain the classification of Data.

P.T.O.



SECTION – C

(3×14=42)

Answer **any three** questions. **Each** question carries **14** marks.

7. Explain the steps in research process.
8. Explain the types of research reports.
9. What is sampling ? Explain types of sampling.
10. Explain the secondary data sources in Indian market research.
11. Explain the sections of research report writing.