



CB – 401

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IV Semester B.B.A. Examination, August/September 2023
(CBCS) (Repeaters) (2015 – 16 and Onwards)
BUSINESS ADMINISTRATION
Paper – 4.2 : Business Research Methods

Time : 3 Hours

Max. Marks : 70

Instruction : Answers should be **completely** written in **English**.

SECTION – A

1. Answer **any five** questions, **each** question carries **two** marks. (5×2=10)
- Mention any 2 types of research.
 - Give the meaning of sample size.
 - What is analysis of data ?
 - Give the meaning of research methodology.
 - Mention any two types of reports.
 - Give the meaning of experimental research.
 - Give the meaning of ANOVA.



SECTION – B

Answer **any three** questions of the following. **Each** question carries **six** marks. (3×6=18)

- List out the differences between research methods and research methodology.
- Mention the objectives of pre testing a questionnaire.
- What are the advantages and disadvantages of face to face interview ?
- Briefly explain the steps in sampling.
- Distinguish between primary and secondary data.

P.T.O.



SECTION – C

Answer **any three** questions of the following. **Each** question carries **fourteen** marks.

(3×14=42)

7. Explain the merits and limitations of research.
 8. Discuss the steps involved in writing research report.
 9. Explain the characteristics, merits and de-merits of observation in data collection.
 10. Write a note on :
 - a) Con-joint analysis
 - b) Cluster analysis.
 11. Explain the factors to be considered while designing questionnaire.
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