



MS – 434

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IV Semester B.B.M. Examination, May/June 2014
(2013-14 and Onwards) (Fresh)

BUSINESS MANAGEMENT

Paper – 4.2 : Business Research Methods

Time : 3 Hours

Max. Marks : 100

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

SECTION – A

1. Answer **any eight** sub-questions. **Each** sub-question carries **two** marks. **(8×2=16)**

- a) What is analysis of data ?
- b) Expand WAT and TAT.
- c) What is survey method ?
- d) Define research.
- e) What is empirical research ?
- f) Define the term business report.
- g) What is Tabulation ?
- h) What is quota sampling ?
- i) State any four parts of a table.
- j) What is questionnaire ?



SECTION – B

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

2. Distinguish between primary and secondary data.
3. What is report ? Discuss the essentials of a research report.
4. What are the general principles to be followed while preparing a questionnaire ?
5. What are the essential features of good research design ?

24/11/2014

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SECTION – C

Answer question no. **10** and **any three** of the remaining questions. **Each** question carries **fifteen** marks. **(4×15=60)**

6. Explain the various steps involved in the formulation of research problem.
 7. What is multi-dimensional scaling ? Discuss various types of multi-dimensional scaling.
 8. Explain in detail the principles to be followed in report writing.
 9. Define attitude. Explain characteristics and importance of attitude.
 10. Define sampling. Explain various techniques of sampling.
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