



SA – 809

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IV Semester B.B.M. Examination, April/May 2015  
(Semester Scheme) (F + R) (2013-14 and Onwards)  
**BUSINESS MANAGEMENT**  
Paper – 4.2 : Business Research Methods

Time : 3 Hours

Max. Marks : 100

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

SECTION – A

1. Answer **any eight** of the following sub-questions. **Each** sub-question carries **2** marks : **(8×2=16)**
- What is research ?
  - State any two research approaches.
  - What is research problem ?
  - Mention different methods of data collection.
  - What is census survey ?
  - What do you mean by field work ?
  - What is questionnaire ?
  - Mention the types of analysis of data.
  - What is factor analysis ?
  - Mention any four types of business reports.

SECTION – B

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

- Why is literature review conducted ? Explain.
- Distinguish between primary and secondary data.
- Explain the significance of tabulation.
- Discuss the essentials of business report.

P.T.O.



  
SECTION – C

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

6. Describe the various steps involved in the formulation of research problem.
  7. Briefly explain the various techniques of sampling.
  8. Briefly describe the process of construction of questionnaire.
  9. What is hypothesis ? Explain the different types of hypothesis.
  10. Explain the purpose of report writing in research. State the precautions to be taken while preparing the report.
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