



MS – 482

**34**  
IV Semester B.B.A. Examination, May 2016  
(CBCS) (Fresh) (2015-16 and Onwards)  
**BUSINESS ADMINISTRATION**  
Paper – 4.2 : Business Research Methods

Time : 3 Hours

Max. Marks : 70

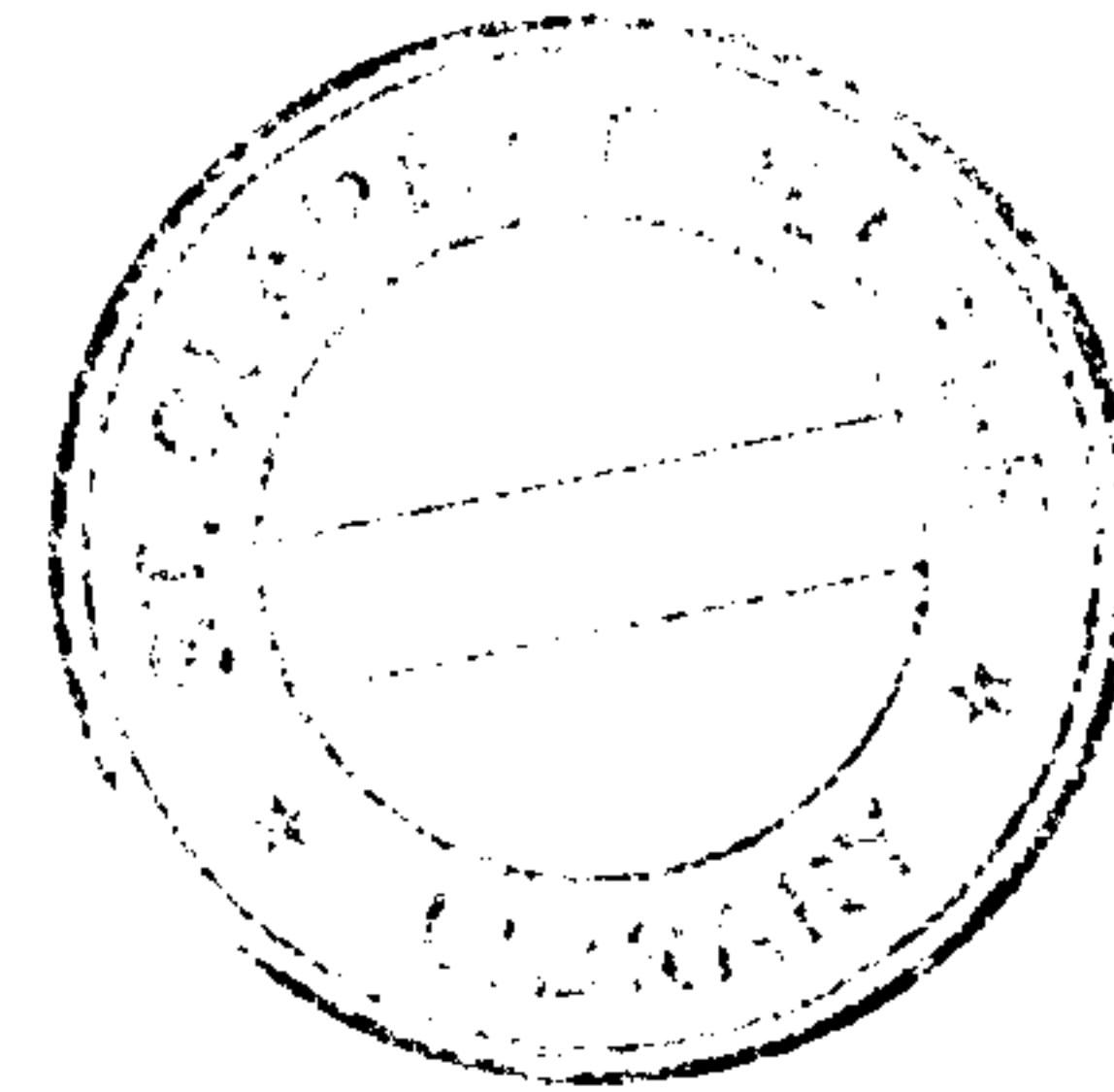
**Instruction :** Answers should be written in **English only**.

SECTION – A

Answer **any five** sub questions. **Each** question carries **two** marks.

**(5×2=10)**

1. a) What is Conjoint Analysis ?
- b) State any two merits of Primary Data.
- c) Give the meaning of Snow-ball Sampling.
- d) What is Research Report ?
- e) What do you mean by notes taking ?
- f) What is Exploratory Research ?
- g) Give the meaning of Research Problem.



SECTION – B

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

**(3×6=18)**

2. List out merits and demerits of Sampling.
3. Give the format of Research Articles.
4. State the advantages and disadvantages of Interview.
5. Distinguish between Survey and Case study.
6. Briefly explain the steps in Sampling.

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SECTION – C

Answer **any three** questions. **Each** question carries **fourteen** marks. **(3×14=42)**

7. Describe the contents of Research Design.
  8. Explain the various techniques of Sampling.
  9. Explain the purpose of Report Writing and precautions to be taken while writing Report.
  10. Discuss the merits and limitations of Research.
  11. Explain the factors to be considered while designing questionnaire.
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