



MS – 496

<sup>35</sup>  
IV Semester B.B.M. Examination, May 2016  
(Semester Scheme) (2013-14 and Onwards) (Repeaters)  
**BUSINESS MANAGEMENT**  
Paper – 4.2 : Business Research Methods

Time : 3 Hours

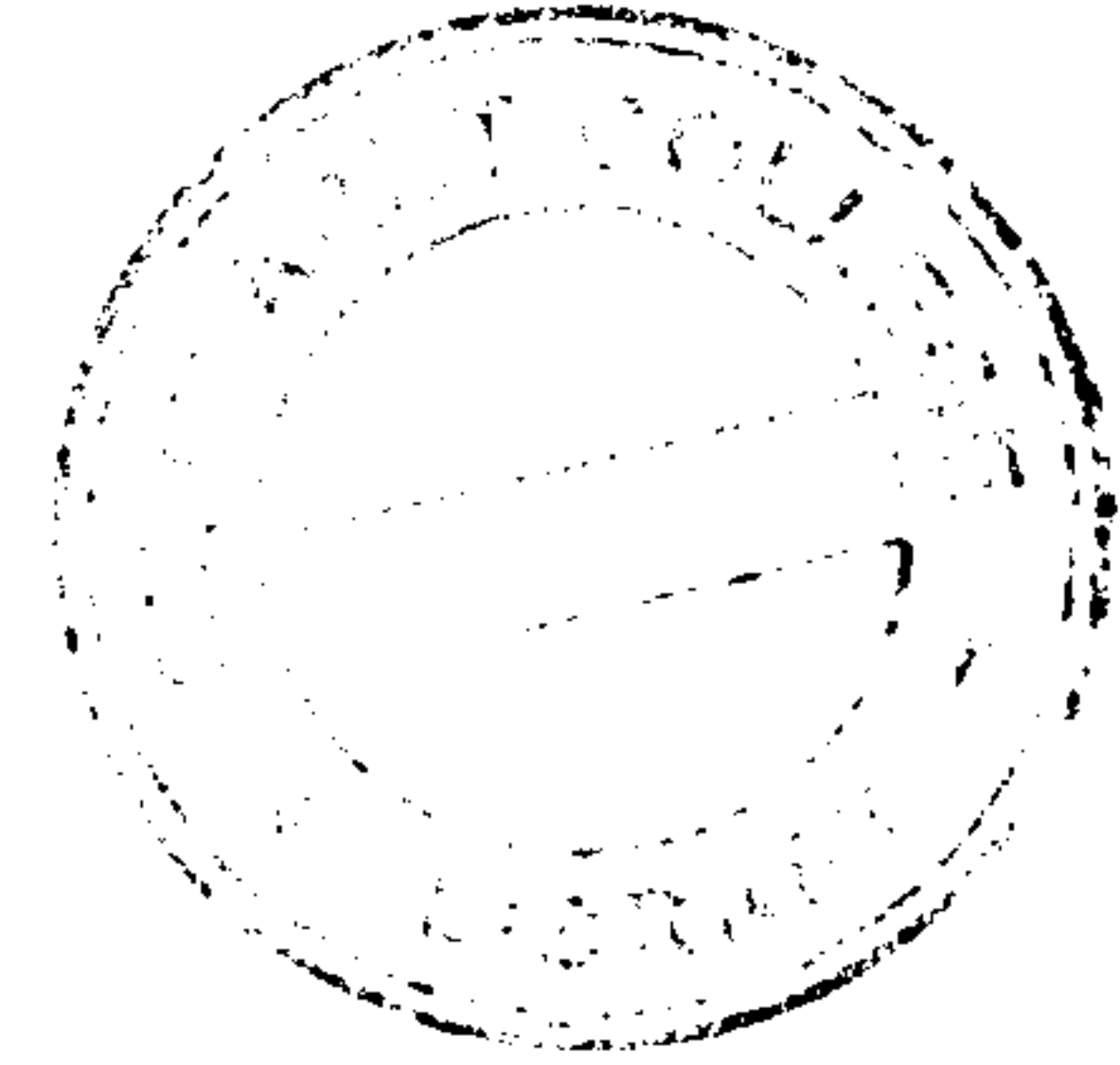
Max. Marks : 100

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

SECTION – A

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

1. a) What is meant by Primary data ?
- b) Define the term research.
- c) Give the meaning of hypothesis.
- d) State any two characteristics of 'Good Sample'.
- e) What is meant by Direct Interview ?
- f) Define the term Census.
- g) What do you mean by tabulation ?
- h) What is ANOVA ?
- i) What is Research Design ?
- j) Define the term schedule.



SECTION – B

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

2. What are the limitations of secondary data ?
3. What are the qualities of a good researcher ?
4. Differentiate research method and research methodology.
5. What are the advantages of sampling ?

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. Explain problems faced by Indian Researchers.
  7. What is sampling ? Explain various sampling techniques.
  8. Explain research process in detail.
  9. Explain the steps involved in analysis and interpretation of data.
  10. Define hypothesis. Explain the different types of hypothesis.
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