



MS – 506

36

IV Semester B.B.M. Examination, May 2016
(Repeaters) (Prior to 2013-14)
BUSINESS MANAGEMENT
Paper – 4.1 : Business Research Methods

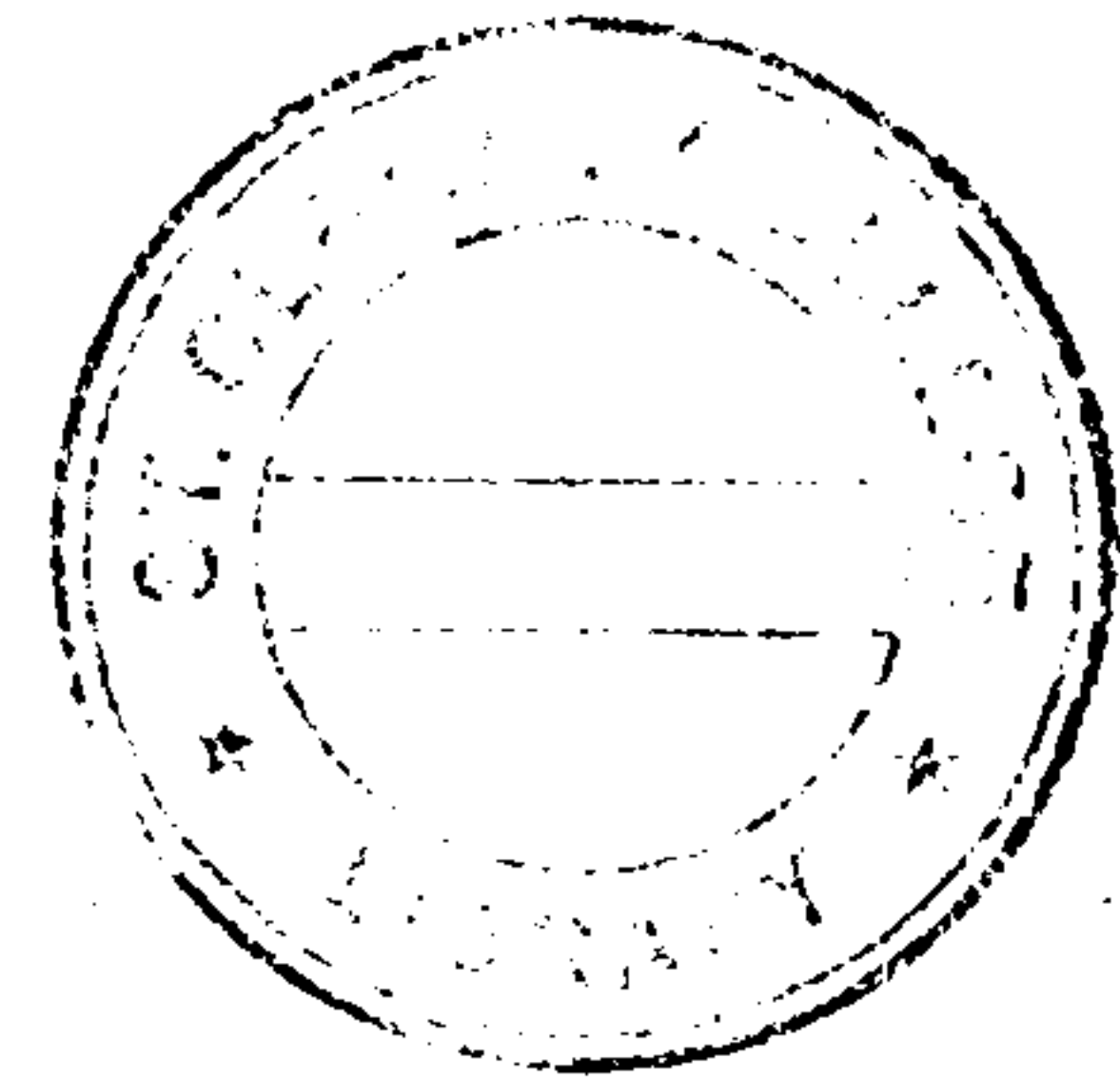
Time : 3 Hours

Max. Marks : 90/100

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

SECTION – A

1. Answer **any ten** sub-questions. **Each** sub-question carries **two** marks. (10×2=20)
- What is business research ?
 - What is pilot study ?
 - What is quota sampling ?
 - What is interview ?
 - What is chi-square list ?
 - Describe observation.
 - State any two techniques of identifying research problems.
 - What is source card ?
 - Give the meaning of applied research.
 - What is pre-testing ?
 - Give the meaning of census survey.
 - What do you mean by applied research ?



SECTION – B

- Answer **any five** questions. **Each** question carries **5** marks. (5×5=25)
- Explain any five features of a good research.
 - State the differences between independent and dependent variables.
 - Explain various steps involved in sampling.
 - What are the general rules to be followed while preparing a questionnaire ?

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MS – 506



6. What is report ? Discuss the essentials of a research report.
7. Give the format of research article.
8. Discuss the precautions to be taken in statistical interpretation.

SECTION – C

Answer **any three** questions. **Each** question carries **15** marks.

(3×15=45)

9. Explain the various steps involved in the formulation of research problem.
10. Briefly explain the various sources of identifying research problem.
11. What are the advantages and disadvantages of sampling ?
12. Explain the components of a research design with suitable examples.
13. What do you mean by data ? What are its types ? State the difference between primary and secondary data.

SECTION – D

Compulsory question for **100** marks.

Answer the following question carries **10** marks.

(1×10=10)

14. What do you mean by questionnaire ? What are the features to be considered in designing the questionnaire ?
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