



SN – 431

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V Semester B.B.M. Examination, November/December 2014

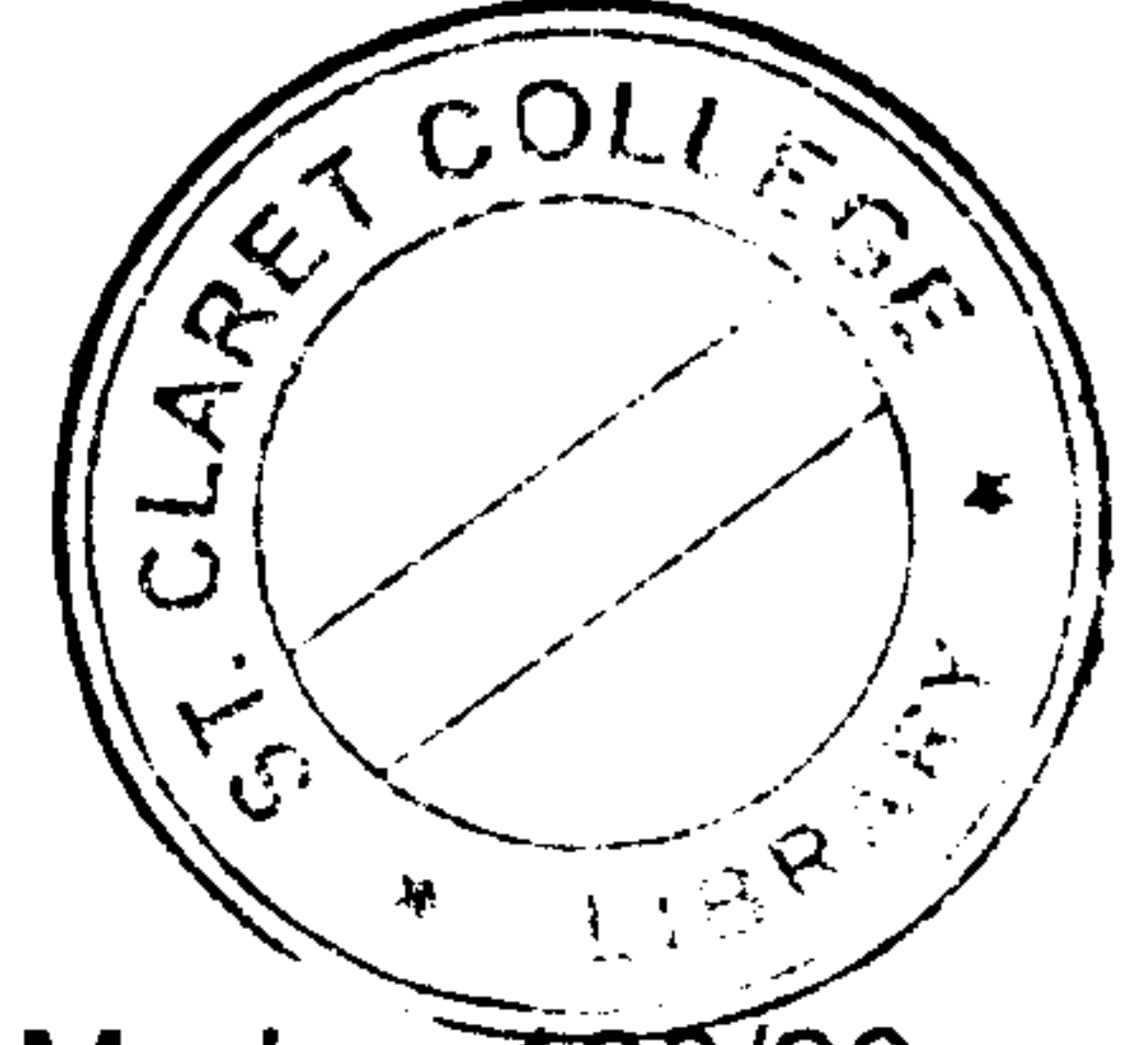
(Repeaters) (Prior to 2014-15)

BUSINESS MANAGEMENT

5.5 : Business Research Methods

100 – 2013-14 Only

90 – Prior to 2013-14



Time : 3 Hours

Max. Marks : 100/90

- Instructions :**
- 1) Answer should be written in **English only**.
 - 2) Sections **A, B and C** to be answered by all **Repeaters**
(90 marks)
 - 3) Section – **D** to be answered by students of **2013-14 only**
(100 marks)

SECTION – A

Answer **any ten** sub-questions. **Each** sub-question carries **two** marks. (10×2=20)

1. a) State the sources of research problem.
b) What is qualitative research ?
c) What is questionnaire ?
d) What is sampling error ?
e) Define research.
f) Mention any two uses of sampling.
g) What tools are to be used for collecting data ?
h) What is snowball sampling ?
i) Mention any two features of research problem.
j) What is formulation ?
k) What is survey method ?
l) Define hypothesis.

SECTION – B

Answer **any five** questions. **Each** question carries **five** marks. (5×5=25)

2. What are the features of business research ?
3. Distinguish between questionnaire and schedule.

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4. Analyse the characteristics of a good questionnaire.
5. Explain significance of tabulation.
6. Describe the contents of a business research report.
7. Explain advantages and limitations of observation.
8. State the merits of interview method.

SECTION – C

Answer **any three** questions. **Each** question carries **fifteen** marks. **(3×15=45)**

9. Explain the various steps involved in the formulation of research problem.
10. What is report writing ? Explain the steps involved in report writing.
11. Define sampling. Explain the need and significance of sampling.
12. List out the factors to be considered while designing a questionnaire.
13. What is tabulation ? Explain its types.

SECTION – D

(To be answered by students of **2013-14 only**) **(10×1=10)**

14. Distinguish between descriptive study and analytical study.
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