



UN – 456-R

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V Semester B.B.M. Examination, November/December 2015  
(Semester Scheme)

**BUSINESS MANAGEMENT**

**5.5 : Business Research Methods**

**(Repeaters) (Prior to 2014-15)**

**(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) Section **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) Define Research.
- b) Name any two types of Research Design.
- c) What is a sample ?
- d) What is the difference between data and information ?
- e) State any two demerits of interview method.
- f) What is an interpretation of data ?
- g) What is a pilot study ?
- h) Mention any four parts of a table.
- i) Name any four types of reports.
- j) What is a secondary data ?
- k) What is convenient sampling ?
- l) What is a schedule ?

P.T.O.



SECTION – B

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

**(5×5=25)**

2. Explain any five features of good research.
3. What is a research problem ? Explain the points to be considered in selecting a research problem.
4. Explain the need for tabulation of data.
5. Analyse the purpose of report writing.
6. Why is sampling required ?
7. Mention any five factors to be considered while formulating a questionnaire.
8. Differentiate between 'Census Survey' and 'Sample Survey'.

SECTION – C

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

**(3×15= 45)**

9. What is Business Research ? Explain its scope and significance.
10. What is a Research Design ? State its need and features.
11. Explain the differences between Primary Data and Secondary Data.
12. What are the common uses of research in decision making ?
13. Explain the various sampling techniques.

SECTION – D

(To be answered by students of **2013-14** only).

**(1×10=10)**

14. Explain the steps involved in writing of research report.
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