



UG – 354

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IV Semester B.B.A. Examination, Sept./Oct. 2022
(CBCS) (Freshers) (2021-2022 Onwards)
BUSINESS ADMINISTRATION
Paper – 4.4 : Business Research Methodology

Time : 3 Hours

Max. Marks : 70

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

SECTION – A

1. Answer **any five** of the following sub-questions. **Each** sub-question carries **two** marks : **(5×2=10)**
- What do you mean by review of literature ?
 - Give the meaning of research design.
 - Define confidence interval.
 - What do you understand by non-probability sampling ?
 - What do you mean by dichotomous question ?
 - Define parametric test.
 - What is bibliography ?



SECTION – B

- Answer **any three** of the following questions. **Each** question carries **five** marks : **(3×5=15)**
- Write a note on characteristics of research.
 - What do you mean by sampling error ? Explain its types with examples.
 - List out the essentials of a good questionnaire.
 - Differentiate between qualitative and quantitative data.
 - Give a detailed note on significance of research report.

P.T.O.



SECTION – C

Answer **any three** of the following questions. **Each** question carries **twelve** marks :

(3×12=36)

7. Explain in detail the elements of research design.
8. Give a detailed note on probability and non probability sampling methods.
9. What is survey method ? List out different methods of survey with pro's and con's associated with each.
10. Write in detail about various parametric and non parametric tests.
11. Explain in detail the elements of report.

SECTION – D

Answer the following question which carries **nine** marks :

(1×9=9)

12. Draw a flow chart on steps involved in research process.

OR

Prepare a research report on any research topic of your choice.