



UG – 357

31  
IV Semester B.B.A. Examination, Sept./Oct. 2022  
(Repeaters) (CBCS) (2015-16 and Onwards)  
**BUSINESS ADMINISTRATION**  
Paper – 4.2 : Business Research Methods

Time : 3 Hours

Max. Marks : 70

**Instruction** : Answer should be **completely** written in **English**.

SECTION – A

1. Answer **any five** questions, **each** question carries **two** marks. (5×2=10)
- a) Define the term “Research”.
  - b) Mention any two principles of sampling.
  - c) Write a note on Chi-square Test.
  - d) Give a sample for close ended question.
  - e) What do you mean by APA format ?
  - f) Write a short note on Market research.
  - g) Write any two differences between questionnaire and schedule.



SECTION – B

Answer **any three** questions of the following. **Each** question carries **six** marks. (3×6=18)

2. What are the objectives of pre-testing a questionnaire ?
3. Briefly explain the factors that affect in the selection of an appropriate statistical tool.
4. Explain various types of tables with examples.
5. Mention the advantages and disadvantages of face-to-face interview.
6. List out the functions of research report.

P.T.O.

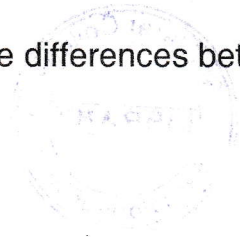


SECTION – C

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

**(3×14=42)**

7. Briefly explain the research process in detail.
8. Explain in detail about the role of tabulation in research.
9. Explain the format of a Academic Research Report.
10. Write a detailed note on motivational research.
11. Explain the differences between a questionnaire and schedule.



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