



SM – 526

IV Semester B.B.A. Examination, May/June 2018
(CBCS) (Fresh + Repeaters) (2015-16 and Onwards)
BUSINESS ADMINISTRATION
Paper 4.2 : Business Research Methods

Time : 3 Hours

Max. Marks : 70

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

SECTION – A

Answer **any five** questions. **Each** question carries **two** marks. **(5×2=10)**

1. a) Define the term Census.
- b) Name any two characteristics of research.
- c) What do you mean by secondary data ?
- d) Define research.
- e) Mention any two uses of sampling.
- f) What is a Research report ?
- g) What do you mean by a Questionnaire ?

SECTION – B

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

2. State any six objectives of research.
3. What is report ? Discuss the essentials of a research report.
4. What are the essentials features of good research design ?
5. Give the format of Research Articles.
6. Briefly explain the steps in sampling.

SECTION – C

Answer **any three** questions. **Each** question carries **14** marks. **(3×14=42)**

7. Explain the steps involved in writing research report.
 8. Explain the various steps involved in the formulation of research problem.
 9. Explain the characteristics, merits and demerits of observation in data collection.
 10. Define sampling. Explain various techniques of sampling.
 11. Explain in detail the principles to be followed in report writing.
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