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GS-520

IV Semester B.B.A. Examination, May/June - 2019
(F+R) (CBCS - 2015-16 & onwards)

BUSINESS ADMINISTRATION

4.2 BUSINESS RESEARCH METHODS

Time : 3 Hours

Max. Marks : 70

Instruction : Answer should be written in English only.

SECTION - A

1. Answer **any five** sub-questions. Each question carries **two** marks. **5x2=10**
- What do you mean by Census ?
 - What is Chi-square test ?
 - Define research.
 - Mention any two principles of Sampling.
 - Give the meaning of report writing.
 - What do you understand by applied research ?
 - What is tabulation ?

SECTION - B

Answer **any three** questions. Each question carries **six** marks. **3x6=18**

- What are the merits and demerits of face-to-face interview ?
- Distinguish between primary data and secondary data.
- What are the principles of report writing ?
- Explain probability sampling techniques with examples.
- Explain the importance of social science research.

P.T.O.

**SECTION - C**

Answer **any three** questions. Each question carries **14** marks.

3x14=42

7. What is research ? Explain different types of research.
8. Explain the different methods of data collection in detail.
9. Explain the contents of research design.
10. What are the qualities of a good questionnaire ?
11. Explain the steps involved in writing research report.

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