



64421

IV Semester B.B.A. Examination, September/October 2022

(CBCS) (F+R) (2015-16 Onwards)

BUSINESS ADMINISTRATION

Paper – 4.2 : Business Research Methods

Time : 3 Hours

Max. Marks : 70

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

SECTION – A

1. Answer **any five** sub-questions. **Each** question carries **two** marks. **(5×2=10)**
- What is sample size ?
 - Give the meaning of report.
 - Write the meaning of tabulation of data.
 - Write the meaning of business research.
 - Mention any two methods of collecting primary data.
 - Give the meaning of population in research.
 - Write the alternate hypothesis for the null hypothesis. H_0 : There is no relationship between income and education.

SECTION – B

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

- Briefly explain the types of research report.
- Give the meaning of the hypothesis and briefly explain its types.
- Distinguish between primary data and secondary data.
- Elucidate the objectives of research.
- Briefly explain :
 - Nominal scale
 - Ordinal scale
 - Interval scale
 - Ratio scale.



P.T.O.



SECTION – C

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

(3×14=42)

7. Describe the contents of a research report.
8. Explain the types of probability sampling techniques and non-probability sampling techniques.
9. Explain the types of research.
10. Explain the qualities of a standard research questionnaire.
11. Briefly explain :
 - a) ANOVA
 - b) Factor analysis
 - c) Multidimensional analysis
 - d) Cluster analysis
 - e) Conjoint analysis.

