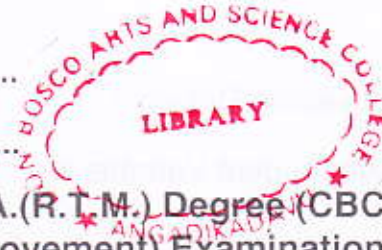




K22U 2232

Reg. No. :

Name :



V Semester B.B.A./B.B.A.(R.T.M.) Degree (CBCSS – OBE – Regular/
Supplementary/Improvement) Examination, November 2022
(2019 Admission Onwards)

Core Course

5B10BBA/BBA(RTM) : BUSINESS RESEARCH METHODS

Time : 3 Hours

Max. Marks : 40

PART – A

Answer **all** questions. **Each** carries 1 mark.

1. What is Research ?
2. What is Experimental Research ?
3. What is Sampling error ?
4. What is Quota Sampling ?
5. What is Bibliography ?
6. What is Sample Size ?

(6×1=6)

PART – B

Answer **any six** questions. **Each** carries 2 marks.

7. Differentiate between Fundamental Research and Applied Research.
8. What do you mean by hypothesis ?
9. What is the difference between Pretesting and Pilot study ?
10. What is Stratified and Systematic Sampling ?
11. What are the objectives of research ?
12. What is a schedule ?

P.T.O.



13. What are the features of Research Design ?

14. What is Dependent and Independent Variable ?

(6×2=12)

PART – C

Answer **any four** questions. **Each** carries **3** marks.

15. Discuss the characteristics of research.

16. Explain the various probability sampling methods.

17. What are the various sources of a research problem ?

18. Explain the various types of research designs.

19. Discuss the observation and interview method of data collection.

20. Explain the importance of research.

(4×3=12)

PART – D

Answer **any two** questions. **Each** carries **5** marks.

21. Discuss the various types of research.

22. Explain the steps in the process of research.

23. Explain the various tools and techniques of data collection.

24. Explain the various types of report.

(2×5=10)