



K16U 0665

Reg. No. :

Name :

IV Semester B.B.A./B.B.A.T.T.M./B.B.A.R.T.M. Degree (CBCSS – 2014
Admn. – Regular) Examination, May 2016
Complementary Course

4C05 BBA/BBA(TTM)/BBA (RTM) : BUSINESS RESEARCH METHODS

Time : 3 Hours

Max. Marks : 40

PART – A

Answer **all** the questions. **Each** question carries $\frac{1}{2}$ mark.

1. What is primary data ?
2. What is dependent variable ?
3. What is editing ?
4. What is meant by pilot study ?

(4× $\frac{1}{2}$ =2)

PART – B

Answer **any four** questions. **Each** question carries **1** mark.

5. What is meant by Tabulation ?
6. What is meant by action research ?
7. What is meant by sampling errors ?
8. Define hypothesis.
9. What is data processing ?
10. What is coding ?

(4×1=4)

P.T.O.



PART – C

Answer **any six** questions. **Each** question carries **3** marks.

11. What are the various aspects of research problem ?
12. What is case study ? Explain the features of case study.
13. Explain the various types of focus group.
14. Explain the steps in sampling process.
15. Explain the various types of observation.
16. Explain the different stages in the processing of data.
17. What are the qualities of a good research report ?
18. What are the qualities of a good research ?

(6×3=18)

PART – D

Answer **any two** questions. **Each** question carries **8** marks.

19. Define a research report. Explain its purpose and contents.
20. What is exploratory research ? Explain the important exploratory research methods.
21. Define business research. Explain the main area where business research is applied.

(2×8=16)