



K19U 0636

Reg. No. : .....

Name : .....

IV Semester B.B.A./B.B.A. (TTM)/B.B.A. (RTM) Degree  
(CBCSS – Reg./Supp./Imp.) Examination, April 2019  
(2014 Admission Onwards)

Complementary Course

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

Time : 3 Hours

Max. Marks : 40

SECTION – A

Answer the 4 questions. **Each** question carries ½ mark.

1. Which scale does not express any values or relationships between variables ?
2. When each member of a population has an equally likely chance of being selected what is it called ?
3. Which type of research is generally conducted to specifically help in solving problem situations ?
4. What does PRA stands for ?

SECTION – B

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

5. Define Research Methodology.
6. What do you mean by bias in a research ?
7. What is a hypothesis ?
8. What is a variable ?
9. What is a sample research ?
10. What is a pilot study ?

P.T.O.



SECTION – C

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

11. What is a case study ?
12. Briefly explain basic research.
13. What is the law of statistical regularity ?
14. What are the different types of observation ?
15. What are the two main sources of collecting data ?
16. Explain the meaning of measurement in research.
17. What is a research report ?
18. What does validity in research mean ?

SECTION – D

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

19. What is scaling and discuss the different scaling techniques adopted in research.
  20. Briefly discuss the types of research design.
  21. What are the contents of a research report ?
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