

33

K23U 2280

Reg. No. : .....

Name : .....

V Semester B.B.A./B.B.A. (RTM) Degree (C.B.C.S.S. – O.B.E. – Regular/  
 Supplementary/Improvement) Examination, November 2023  
 (2019-2021 Admissions)  
 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 applied research ?
2. What is Qualitative Research ?
3. What is a Schedule ?
4. What is Secondary Data ?
5. Expand MLA.
6. What is a Research Report ?

(6×1=6)

PART – B

Answer any six questions, each carries 2 marks :

7. State any four features of research.
8. Distinguish between basic and applied research.
9. What is meant by pilot study ?
10. What is stratified random sampling ?
11. Discuss the observation method of collecting primary data.

P.T.O.

K23U 2280



12. Explain the method of collecting data through schedules.
13. What are the steps involved in developing a questionnaire ?
14. What are the limitations of direct personal interviews ?

(6×2=12)

PART – C

Answer any four questions, each carries 3 marks :

15. What are sampling and non-sampling errors ?
16. Explain the interview method of collecting primary data.
17. What are the characteristics of a good research design ?
18. Distinguish between descriptive and exploratory research.
19. Distinguish between primary data and secondary data.
20. Discuss the stages of report writing.

(4×3=12)

PART – D

Answer any two questions, each carries 5 marks :

21. What are the various sources of collection of primary data ?
22. What are the steps involved in research ?
23. What are the various types of non-probability sampling ?
24. What are the various types of reports ?

(2×5=10)