



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)



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.

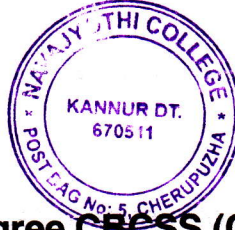
(2×5=10)



K21U 4653

Reg. No. :

Name :



**V Semester B.B.A. Degree CBCSS (OBE) Regular
Examination, November 2021
(2019 Admn. Only)**

Core Course

5B10BBA/BBA(RTM) : BUSINESS RESEARCH METHODS

Time : 3 Hours

Max. Marks : 40

SECTION – A

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

1. Define research.
2. What is research design?
3. What is secondary data ?
4. What do you mean by survey ?
5. What is judgement sampling ?
6. Define bibliography.

(6×1=6)

SECTION – B

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

7. State the characteristics of research.
8. Discuss the advantages of an interview schedule.
9. State any four tools of collecting primary data.
10. State the significance of research design.
11. Discuss probability and non-probability sampling.

P.T.O.

K21U 4653



12. What are the characteristics of a good sample design ?

13. Discuss the significance of reporting.

14. What are the various kinds of research reports ?

(6×2=12)

SECTION – C

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

15. Distinguish between qualitative and quantitative research.

16. Explain the important steps in research.

17. Discuss the qualities of a good questionnaire.

18. What are the various characteristics of research interviews ?

19. Discuss the sources of research problem.

20. Explain the steps in sampling design.

(4×3=12)

SECTION – D

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

21. Explain in detail the various kinds of research.

22. Discuss the various sources of primary and secondary data.

23. What are the stages in a research design ?

24. What is a research report ? State its contents.

(2×5=10)
