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(Pages : 2)

Name.....

Reg. No.....

FIFTH SEMESTER (CBCSS-UG) DEGREE EXAMINATION, NOVEMBER 2024

B.B.A.

BBA 5B 08—BUSINESS RESEARCH METHODS

(2019 Admission onwards)

Time : Two Hours

Maximum : 60 Marks

Part A*Answer all questions.*

1. Define Research Problem.
2. What are Dependent Variables ?
3. What do you mean by Secondary Data ?
4. What is Coding ?
5. Define Research.
6. What is Literature Review ?
7. What is a Research report ?
8. What is Quota Sampling ?
9. What is a Popular Report ?
10. What are Line Graphs ?
11. What do you mean by Focus Group interview ?
12. What is Case Study ?

(12 × 2 = 24, Maximum ceiling 20 marks)

Part B*Answer all Questions.*

13. What are the important features of a good research Design ?
14. What are the important differences between questionnaires and schedules ?
15. What are the important differences between primary data and secondary data ?
16. What are the different types of Hypotheses ?

Turn over

17. Explain the different types of graphs used to represent data.
18. What are the qualities of a good research report ?
19. Explain Exploratory Research.

(7 × 5 = 35, Maximum ceiling 30 marks)

Part C

*Answer any **one** Question.*

20. What do you mean by Business Research ? What are the various types of Business Research ?
21. What do you mean by Sampling ? What are the different methods of Sampling ?

(1 × 10 = 10 marks)