Fifth Semester B.B.M. Degree Examination, October/November 2019

(CBCS Scheme)

Management

BUSINESS RESEARCH METHODS

Time : 3 Hours]   *[Max. Marks : 90*

Instructions to Candidates : Answer should be written completely in English.

SECTION – A

1. Answer any **TEN** sub-questions. Each sub-question carries **2** marks :

    (10 × 2 = 20)

    (a) State the meaning of research.

    (b) What is survey?

    (c) What do you understand by research question?

    (d) Write the meaning of research design.

    (e) What is meant by hypothesis?

    (f) What do you mean by population?

    (g) Give the meaning of sampling.

    (h) What is primary data?

    (i) What is meant by questionnaire?

    (j) What is interpretation?

    (k) What do you mean by bibliography?

    (l) What is ANOVA?

SECTION – B

Answer any **FIVE** questions. Each question carries 5 marks :   **(5 × 5 = 25)**

2. Briefly explain the features of Business Research.

3. Discuss in brief the steps involved in defining the research problem.

4. Describe briefly the need for review of literature in research work.

5. Explain in brief the characteristics of a good hypothesis.

6. Discuss in brief the Type I and the Type II error and the way they are arising.

7. Bring out the advantages and disadvantages of questionnaire.

8. Explain in brief the significance of report writing.

SECTION – C

Answer any **THREE** questions. Each question carries **15** marks :   (3 × 15 = 45)

9. Explain the different steps of research process.

10. Discuss the important concepts in research design.

11. Describe the various types of probability sampling.

12. Explain the several methods of collection of primary data.

13. What is research report? Discuss the layout of research report.

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