

FIFTH SEMESTER UG DEGREE EXAMINATION, NOVEMBER 2022**(Regular/Improvement/Supplementary)****BBA****GBBA5B07T: BUSINESS RESEARCH METHODS****Time: 2 Hours****Maximum Marks: 60****SECTION A: Answer the following questions. Each carries 2 marks.****(Ceiling 20 Marks)**

1. Define business research.
2. What is induction theory?
3. What is pure research?
4. State the limitations of sampling.
5. What do you mean by non sampling error?
6. What is longitudinal study?
7. Differentiate between census and sample survey.
8. What is dichotomous question? Give example.
9. What type of research uses secondary data?
10. What is critical region?
11. Explain the term level of significance.
12. What is executive summary?

SECTION B: Answer the following questions. Each carries 5 marks.**(Ceiling 30 Marks)**

13. What are the steps in developing a research design?
14. Explain the procedure of selecting a simple random sample.
15. What is interview? Discuss the steps involved in interview data collection.
16. Define the term Validity. Discuss the different forms of Validity.
17. How qualitative data analyses differ from quantitative data analysis?
18. How to classify data?
19. Describe the different forms in which a research work may be reported.

SECTION C: Answer any 1 question. Each carries 10 marks.

20. List and explain the various types of research designs with illustrations.
21. Explain the significance of reporting. What are the components of a good research report?

(1 x 10 = 10 Marks)