

D5BBA2101

Reg.No.....

Name: .....

**FIFTH SEMESTER UG DEGREE EXAMINATION, NOVEMBER 2023**

**(Regular/Improvement/Supplementary)**

**BBA**

**GBBA5B07T: BUSINESS RESEARCH METHODS**

**Time: 2 Hours**

**Maximum Marks: 60**

**SECTION A: Answer the following questions. Each carries *two* marks.**

**(Ceiling 20 Marks)**

1. State the objectives of research.
2. What is descriptive design?
3. Define research design.
4. What is hypothesis?
5. Explain the meaning of confounded relationship.
6. State the sources of secondary data.
7. What is ex post facto research?
8. Write a note on empirical research.
9. Comment on sampling frame.
10. What do you mean by Review of literature?
11. State the need for effective documentation.
12. What is tabulation? State its uses.

**SECTION B: Answer the following questions. Each carries *five* marks.**

**(Ceiling 30 Marks)**

13. List out the differences between comparative and non comparative scaling technique.
14. Give the various application areas of research. Explain.
15. Discuss the different types of experimental research designs.
16. Differentiate between stratified sampling and cluster sampling.
17. Elaborate on descriptive and inferential statistical data analysis.
18. Explain the need for editing, coding, classifying, and tabulating in processing of data.
19. Differentiate between bibliography and footnotes or references. Illustrate your answer with examples.

**SECTION C: Answer any *one* question. Each carries *ten* marks.**

20. Explain the types and methodologies of exploratory research.
21. Briefly summarize the types of reports. Explain the mechanics of writing a good research report.

**(1 x 10 = 10 Marks)**