FIFTH SEMESTER UG DEGREE EXAMINATION, NOVEMBER 2024
(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. What is multivariate analysis?
2. Comment on extraneous variable.
3. What is meant by rough draft? State its importance.
4. Define Sampling.
5. What is experimental design?
6. Explain the term level of significance.
7. What do you mean by interval scale?
8. How will you determine the optimum sample size?
9. Differentiate between open ended and close ended questions with examples.
10. What is proposition?
11. Is it wise to apply statistical software in data analysis? Why?
12. Give an account on the concept of deduction in research.

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

13. What is focus group interview? Write about the advantages of focus group interview.
14. What are the precautions to be taken while preparing research report?
15. Differentiate between Type 1 error and Type 2 error.
16. What is the necessity of defining a research problem? Explain with suitable example.
17. Explain parametric and non-parametric tests.
18. "Research design in exploratory studies must be flexible but in descriptive studies, it must minimize bias and maximize reliability." Discuss.
19. Write short notes on research design, research gap and research ethics.

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

20. "It is never safe to take published statistics at their face value without knowing their meaning & limitations". Elucidate this statement by enumerating the various points which you would consider while using any published data. Illustrate your answer with example.
21. Discuss the importance of citation and referencing in research. Differentiate between APA and MLA style of referencing with suitable example.

(1 x 10 = 10 Marks)