FIFTH SEMESTER UG DEGREE EXAMINATION, NOVEMBER 2025
(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 sampling error?
2. What is multivariate analysis?
3. How is primary data different from secondary data?
4. Comment on research report.
5. What is meant by the footnotes?
6. Comment on structured interview.
7. What is survey?
8. How do you differentiate between measurement and scaling?
9. What do you mean by research variable?
10. Define pure research.
11. What is tabulation? State its uses.
12. What do you mean by abstract?

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

13. Elaborate on experimental and control groups in the context of research design.
14. Distinguish between a technical report and popular report.
15. What is interview? Explain the various types of interview methods.
16. Explain the case study method. What are its features?
17. Discuss the different types of research design.
18. Elaborate on probability and non-probability sampling.
19. Describe the different forms in which a research work may be reported.

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

20. Research is much concerned with proper fact finding, analysis and evaluation. Do you agree with this statement? Give reasons in support of your answer.
21. Exemplify the measures of central tendencies and dispersion in data analysis.

(1 x 10 = 10 Marks)