



US – 532

IV Semester B.B.A. Examination, May 2017
(CBCS) (Fresh + Repeaters)
(2015 – 16 and Onwards)
BUSINESS ADMINISTRATION
Paper – 4.2 : Business Research Methods

Time : 3 Hours

Max. Marks : 70

Instruction : Answer should be written in **English** only.

SECTION – A

- I. Answer **any five** sub-questions. **Each** sub-question carries **two** marks. **(5×2=10)**
1. a) Mention any two objectives of Research.
 - b) What do you understand by Field Research ?
 - c) What do you mean by Census ?
 - d) What is Non-Probability Sampling ?
 - e) What do you mean by a questionnaire ?
 - f) What is Chi-Square test ?
 - g) What is a Research Report ?

SECTION – B

- II. Answer **any three** questions. **Each** question carries **six** marks. **(3×6=18)**
- 2) What is review of literature ? Explain why literature review is conducted.
 - 3) What are advantages and limitations of face-to-face interview ? Explain.
 - 4) What is factor analysis ? Write a note on factor analysis.
 - 5) Explain the functions of research report.
 - 6) Explain the importance of social science research in a country like India.

P.T.O.



SECTION – C

III. Answer **any three** questions. **Each** question carries **fourteen** marks. (3×14=42)

- 7) Explain the research process in detail.
- 8) What is sampling ? Explain probability and non-probability sampling techniques in detail.
- 9) Write a detailed note on motivational research.
- 10) Write a note on :
 - a) Conjoint analysis
 - b) Discriminant analysis and
 - c) Cluster analysis
- 11) Explain the steps involved in writing research report.