

IV Semester B.B.A. Examination, May 2016 (CBCS) (Fresh) (2015-16 and Onwards) BUSINESS ADMINISTRATION Paper – 4.2: Business Research Methods

Time: 3 Hours Max. Marks: 70

Instruction: Answers should be written in English only.

SECTION - A

Answer any five sub questions. Each question carries two marks.

 $(5 \times 2 = 10)$

- 1. a) What is Conjoint Analysis?
 - b) State any two merits of Primary Data.
 - c) Give the meaning of Snow-ball Sampling.
 - d) What is Research Report?
 - e) What do you mean by notes taking?
 - f) What is Exploratory Research?
 - g) Give the meaning of Research Problem.

SECTION - B

Answer any three questions. Each question carries six marks.

 $(3 \times 6 = 18)$

- 2. List out merits and demerits of Sampling.
- 3. Give the format of Research Articles.
- 4. State the advantages and disadvantages of Interview.
- 5. Distinguish between Survey and Case study.
- 6. Briefly explain the steps in Sampling.

SECTION-C

Answer any three questions. Each question carries fourteen marks.

 $(3 \times 14 = 42)$

- 7. Describe the contents of Research Design.
- 8. Explain the various techniques of Sampling.
- 9. Explain the purpose of Report Writing and precautions to be taken while writing Report.
- 10. Discuss the merits and limitations of Research.
- 11. Explain the factors to be considered while designing questionnaire.

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