



MS – 482

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. (5×2=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. (3×6=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.

P.T.O.

