



CB – 398

IV Semester B.B.A. Examination, August/September 2023

(CBCS) (Repeaters) (2021 – 22 Onwards)

BUSINESS ADMINISTRATION

Paper – 4.4 : Business Research Methodology

Time : 3 Hours

Max. Marks : 70

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

SECTION – A

1. Answer **any five** of the following sub-questions. **Each** sub-question carries **two** marks. **(5×2=10)**

- a) Define Research.
- b) What is Research Report ?
- c) What is Exploratory Research ?
- d) What do you mean by a Questionnaire ?
- e) State various Research approaches.
- f) What is Chi-Square test ?
- g) What is data collection ?

SECTION – B

Answer **any three** of the following questions. **Each** question carries **five** marks. **(3×5=15)**

- 2. Distinguish between primary and secondary data.
- 3. What are the characteristics of good Research ?
- 4. Explain the importance of Research Report.
- 5. What are the merits and demerits of Co-efficient of variation ?
- 6. Define sampling. Explain need and significance of sampling.

P.T.O.



SECTION – C

Answer **any three** of the following questions. **Each** question carries **twelve** marks.

(3×12=36)

7. Define sampling. Explain various techniques of sampling.
8. Explain in detail significance of Research.
9. Describe the contents of Research design.
10. Explain the steps involved in writing Research Report.
11. Write a short note on :
 - i) T-test
 - ii) Z-test
 - iii) Chi-Square test.

SECTION – D

Answer the following question which carries **nine** marks.

(1×9=9)

12. a) Prepare a statement of problem by selecting Topic of your choice.

OR

- b) Prepare a research report on any research Topic of your choice.