



K18U 0968

Reg. No. :

Name :

IV Semester B.B.A./B.B.A.T.T.M./B.B.A.R.T.M. Degree (CBCSS – Reg./
Sup./Imp.) Examination, May 2018
(2014 Admn. Onwards)
Complementary Course
4C05 BBA/BBA(TTM)/BBA(RTM) : BUSINESS RESEARCH METHODS

Time : 3 Hours

Max. Marks : 40

SECTION – A

Answer the 4 questions. **Each** question carries $\frac{1}{2}$ mark.

1. An investigation into the reasons of human behaviour like motivation can be regarded as what type of research ?
2. Name the type of research which is aimed at developments of new insights into the theories or thoughts.
3. What is the most frequently occurring value in the observation referred to as ?
4. What is the process of drawing inferences from the analyzed data in a research process called ? (4× $\frac{1}{2}$ =2)

SECTION – B

Answer **any four** questions. **Each** carries 1 mark.

5. Explain the meaning of research.
6. What is deduction ?
7. Define theory.
8. What are ordinal scales ?
9. What is census survey ?
10. What is meant by population ? (4×1=4)

P.T.O.



SECTION – C

Answer **any six** questions. **Each** question carries **three** marks.

11. What is probability sampling ? List a few examples of probability sampling methods.
12. State the law of inertia of large numbers.
13. What do you mean by experimentation as a method of data collection ?
14. What is an interview schedule ?
15. What is tabulation ?
16. Briefly explain applied research.
17. What is a hypothesis ?
18. What is a null hypothesis and an alternative hypothesis ? (6×3=18)

SECTION – D

Answer **any two** questions. **Each** question carries **eight** marks.

19. Explain the different sampling methods.
 20. Discuss in detail the various primary and secondary sources of data.
 21. Explain the different types of research. (2×8=16)
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