

D 50044

(Pages : 3)

Name.....

Reg. No.....

**FIFTH SEMESTER (CUCBCSS—UG) DEGREE EXAMINATION
NOVEMBER 2023**

BBA

BBA VB 08—BUSINESS RESEARCH METHODS

(2018 Admissions)

Time : Three Hours

Maximum : 80 Marks.

Part I

*Answer all questions.
Each question carries 1 mark.*

Choose the correct answer :

1. The skewness of a distribution is indicated by :
 - (a) Histogram.
 - (b) Ogive.
 - (c) Frequency Polygon.
 - (d) Cumulative frequency curve.
2. Which of the following can not be located graphically ?
 - (a) Mean.
 - (b) Median.
 - (c) Mode.
 - (d) Q2.
3. _____ is concerned with generalization of a theory.
 - (a) Fundamental Research.
 - (b) Ex-post research.
 - (c) Ex-ante research.
 - (d) Applied research.
4. _____ is called blue print of research.
 - (a) Research Design.
 - (b) Hypothesis.
 - (c) Reference.
 - (d) Bibliography.
5. Which of the following is a non probability sampling ?
 - (a) Snow Ball Sampling.
 - (b) Simple Random Sampling.
 - (c) Judgement Sampling.
 - (d) Purposive Sampling.

Turn over

Fill in the blanks :

6. A technique of Building up a list or a sample of a special population by using an initial set of members as informants is called _____.
7. A bar chart or graph showing the frequency of occurrence of each value of the variable being analysed is called _____.
8. Instrument's ability to accurately measure variability in stimuli or response is known as _____.
9. A sample study is a study of _____.
10. Technique that allow several members of a hiring company to interview a job candidate at the same time is _____.

(10 × 1 = 10 marks)

Part II (Short Answer Questions)

*Answer any **eight** out of ten questions in two **or** three sentences..
Each question carries 2 marks.*

11. What is primary data ?
12. What is measurement ?
13. What is simple index number
14. What is nominal scale ?
15. What is pilot study ?
16. What is a questionnaire ?
17. What is case study ?
18. What is tabulation ?
19. What is frequency polygon ?
20. What is time series analysis ?

(8 × 2 = 16 marks)

Part III (Short Essay Questions)

*Answer any **six** questions in about 200 words..*

Each question carries 4 marks.

21. What are the parts of research report ?
22. What are the limitations of experimental research ?
23. What are the criteria of good scaling ?
24. Differentiate between questionnaire and schedule.
25. What are the functions of research report ?
26. What is the role of research ?
27. Differentiate between fundamental research and applied research.
28. What are the steps in sampling design ?

(6 × 4 = 24 marks)

Part IV (Essay Questions)

*Answer any **two** out of three questions in about 800 words.*

Each question carries 15 marks.

29. What are the qualities of a good research report ?
30. What are the steps on research ?
31. Briefly explain about the methods of primary data collection.

(2 × 15 = 30 marks)

D 30038

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Name.....

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**FIFTH SEMESTER (CUCBCSS—UG) DEGREE EXAMINATION
NOVEMBER 2022**

B.B.A.

BBA VB 08—BUSINESS RESEARCH METHODS

(2017—2018 Admissions)

Time : Three Hours

Maximum : 80 Marks

Part I (Objective Type Questions)

*Answer all **ten** questions.
Each question carries 1 mark.*

Choose the correct answer :

1. A research work is conducted to test the _____ of the hypothesis.
 - a) Truth.
 - b) Position.
 - c) Narration.
 - d) None of these.
2. Research :
 - a) Means search for knowledge.
 - b) Aims at discovering truth.
 - c) Leads to another research.
 - d) All of the above.
3. _____ research does not follow any formalized pattern.
 - a) Exploratory.
 - b) Descriptive.
 - c) Casual.
 - d) Experimental.
4. A good research must be :
 - a) Clear and well defined.
 - b) Systematic and empirical.
 - c) Objective and logical.
 - d) All of the above.
5. Exploratory research is a _____ study of an unfamiliar problem.
 - a) Final.
 - b) Preliminary.
 - c) Casual.
 - d) None of these.

Turn over

Fill in the blanks :

6. _____ questionnaires contain definite, concrete and direct questions.
7. Under _____ sampling method the population or universe is divided into number of clusters or large groups.
8. _____ is the most common measure of central tendency.
9. The term _____ is used to indicate measuring something.
10. The process of arranging data in groups according to similarities in character is called _____.

(10 × 1 = 10 marks)

Part II (Short Answer Questions)

Answer any **eight** out of the ten questions in two **or** three sentences.

Each question carries 2 marks.

11. Define Hypothesis.
12. What is stratified sampling ?
13. What is Coding ?
14. What is a case study ?
15. What do you mean by scaling ?
16. What is ratio scale?
17. What do you mean by exploratory research ?
18. What is sample method ?
19. Define Questionnaire.
20. What is a Schedule ?

(8 × 2 = 16 marks)

Part III (Short Essay Questions)

Answer any **six** out of the eight questions in about 200 words.

Each question carries 4 marks.

21. Explain the features of focus group interviews.
22. What are the sources of case study ?

23. What are the types of business research ?
24. Explain the steps in sampling design.
25. What are the principles of report writing ?
26. Explain the characteristics of the case study method.
27. Explain the steps involved in hypothesis testing.
28. Explain the criteria for good measurement.

(6 × 4 = 24 marks)

Part IV (Essay Questions)

*Answer any **two** out of the three questions in about 800 words.*

Each question carries 15 marks.

29. What is research design ? Explain the phases and components of research design.
30. What is random sampling ? Explain the important random sampling methods.
31. Explain the structure of a report.

(2 × 15 = 30 marks)

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(Pages : 3)

Name.....

Reg. No.....

FIFTH SEMESTER U.G. DEGREE EXAMINATION, NOVEMBER 2021

(CUCBCSS—UG)

B.B.A.

BBA VB 08—BUSINESS RESEARCH METHODS

(2014—2018 Admissions)

Time : Three Hours

Maximum : 80 Marks

Part I*Answer all ten questions.*

Choose the correct answer :

1. Application of scientific method in finding for truth about business phenomenon is called :
 - a) Business research.
 - b) Hypothesis.
 - c) Conclusion.
 - d) Estimation.
2. A firm that prioritizes effectiveness and efficiency of production process in making decisions is called :
 - a) Marketing oriented.
 - b) Production oriented.
 - c) Profit oriented.
 - d) Product oriented.
3. Process of obtaining a numerical description of the extent to which a person or object possesses some characteristics :
 - a) Measurement.
 - b) Scaling.
 - c) Questionnaire.
 - d) Interview.
4. The most common scales used in research are :
 - a) Nominal.
 - b) Ratio.
 - c) Ordinal.
 - d) All of the above.
5. Original source from which researcher directly collects the data that has not been previously collected :
 - a) Primary data.
 - b) Secondary Data.
 - c) Tertiary Data.
 - d) None of these.

Fill in the blanks :

6. The process of selecting a number of participants for a study in such a way that they represent the larger group from which they were selected is known as _____.
7. If a group of N observations is arranged in ascending or descending order of magnitude, then the middle value is called _____.

Turn over

8. A bar chart or graph showing the frequency of occurrence of each value of the variable being analysed is called _____.
9. The procedure of classifying the answers to a question into meaningful categories is called _____.
10. Technique that allow several members of a hiring company to interview a job candidate at the same time is _____.

(10 × 1 = 10 marks)

Part II (Short Answer Questions)

Answer any **eight** out of ten questions in **two or three** sentences.

11. What is research ?
12. What is research report ?
13. What is simple index number ?
14. What is weighted index number ?
15. What is research design ?
16. What is research problem ?
17. What is independent variable ?
18. What is probability sampling ?
19. What is systematic sampling ?
20. What is sampling error ?

(8 × 2 = 16 marks)

Part III (Short Essay Questions)

Answer any **six** out of eight questions in about 200 words.

21. Briefly narrate the need for research report.
22. What are the types of index numbers ?
23. What are the features of research ?
24. What are the qualities of a good research ?
25. Differentiate between descriptive research and analytical research.
26. What is the role of hypothesis ?
27. What are the essentials of a good research design ?
28. What are the steps in sampling design ?

(6 × 4 = 24 marks)

Part IV (Essay Questions)

*Answer any **two** out of three questions in about 800 words.*

29. Explain in detail the different components of research report.
30. What are the criteria used for selecting sampling techniques ?
31. Briefly explain about the methods of data collection.

(2 × 15 = 30 marks)