



K17U 0668

Reg. No. : .....

Name : .....

IV Semester B.B.A./B.B.A.T.T.M./B.B.A.R.T.M. Degree (CBCSS –  
Reg./Supple./Imp.) Examination, May 2017  
(2014 Admn. Onwards)

COMPLEMENTARY COURSE

4C05 BBA/BBA(TTM)/BBA(RTM) : Business Research Methods

Time : 3 Hours

Max. Marks : 40

PART – A

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

1. Define market research.
2. What is induction and deduction ?
3. What is proposition ?
4. What is constructs ?

(4× $\frac{1}{2}$ =2)

PART – B

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

5. What do you mean by intervening variable ?
6. What is product analysis ?
7. What is experience survey ?
8. What is Type I and Type II error ?
9. What is data entry ?
10. What is meant by sampling errors ?

(4×1=4)

P.T.O.



## PART – C

Answer **any six** questions. **Each** question carries **3** marks.

11. Explain different types of exploratory research.
12. Give the important steps to be followed in problem definition.
13. Explain the various types of hypothesis.
14. Explain the types of surveys.
15. What is experimental method ? What are the types of experiment ?
16. Explain the steps in sampling design.
17. What are the criteria for measurement ?
18. Explain different types of interview. (6×3=18)

## PART – D

Answer **any two** questions. **Each** question carries **8** marks.

19. Explain the various data collection methods.
  20. What is tabulation ? What are its types ?
  21. What are the important tools employed in inferential analysis ? (2×8=16)
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