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, April 2020
(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 ½ mark.

1. A researcher wants to study the relationship of family size to income. He classifies his population into different income slabs and then takes a random sample from each slab in order. Which technique of sampling is he working with ?

2. _____ research is applicable to phenomena that are measurable so that they can be expressed in terms of quantity.

3. Name the type of research which is aimed at developments of new insights into theories or thoughts.

4. Name the error which arises mainly at the stages of ascertaining and processing of data.

(4×½=2)

SECTION – B

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

5. What is deduction ?

6. What is hypothesis ?

7. Explain census method.

P.T.O.

8. Explain interview schedule.

9. What do you understand by editing ?

10. Explain cluster sampling.

(4×1=4)

SECTION – C

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

11. Explain the objectives of research.

12. What is tabulation ?

13. What are the characteristics of good hypothesis ?

14. What are the advantages of interview method of data collection ?

15. Explain probability sampling and non probability sampling.

16. What is meant by coding ?

17. State the law of statistical regularity.

18. Explain the various steps for defining and formulating a research problem.

(6×3=18)

SECTION – D

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

19. Explain the different types of research.

20. Define sampling. State its merit and demerits. Differentiate between census and sample.

21. Explain different scales of measurement.

(2×8=16)

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