

**ST. JOSEPH'S EVENING COLLEGE (AUTONOMOUS)
VI SEMESTER BBA EXAMINATIONS APRIL 2018**

BUSINESS RESEARCH METHODOLOGY

Duration: 2.5 Hours

Max. Marks: 70

SECTION - A

I) Answer any TEN of the following questions. (10x3=30)

1. What is a Research report?
2. What is conjoint Analysis?
3. Define Business Research.
4. Write a note on Empirical Research.
5. Mention the components of research problem.
6. What is Null Hypothesis? Mention the types of errors in the context of testing of hypothesis.
7. Mention the features of a good research design.
8. What do you mean by pilot study?
9. What is a questionnaire? What do you mean by open ended question?
10. Write a note on types of research reports.
11. What is judgmental sampling?
12. What is observation?

SECTION - B

II) Answer any FOUR of the following questions. (4x5=20)

13. Explain briefly the need for research design.
14. Differentiate between Exploratory and Conclusive research.
15. Write a short note on ethics in research.
16. Distinguish between census and sampling.
17. Explain briefly the features of Business Research.
18. State the precautions to be taken while preparing a report.

SECTION - C

III) Answer any TWO of the following questions. (2x10=20)

19. Explain the format of research report.
20. Explain the steps in research.
21. Define Sampling. Explain the sampling methods or sampling techniques.
22. Differentiate between a schedule and questionnaire.