

ST. JOSEPH'S EVENING COLLEGE (AUTONOMOUS)

VI SEMESTER BBA EXAMINATIONS - APRIL 2019

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 meant by data? What is tabulation of data?
2. Define research.
3. What is randomization? Mention any one sampling method.
4. What is a variable? Explain dependent variable.
5. State any three precautions to be taken while writing a research report.
6. Mention any three objectives of research.
7. What is research design?
8. Mention any three essentials of a good questionnaire.
9. What is meant by research problem?
10. What is hypothesis? Mention its types.
11. Explain any one statistical method for data analysis.
12. What is a pilot study?

SECTION - B

II. Answer any FOUR of the following questions.

(4x5=20)

13. Explain steps in writing report.
14. Explain any two research approaches.
15. Mention the steps in research process.
16. Differentiate between research methods and research methodology.
17. Explain any two types of research reports.
18. What are schedules? What role do they play in data analysis?

SECTION - C

III. Answer any TWO of the following questions.

(2x10=20)

19. Explain any five types of research.
20. Explain the non-probability sampling methods.
21. Write a short note on the lay out of the research report.
22. What are the problems encountered by researchers in India?