



SN – 396

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V Semester B.B.M. Examination, November/December 2013
(2013-14 and Onwards) (Freshers)
BUSINESS MANAGEMENT
5.5 : Business Research Methods

Time : 3 Hours

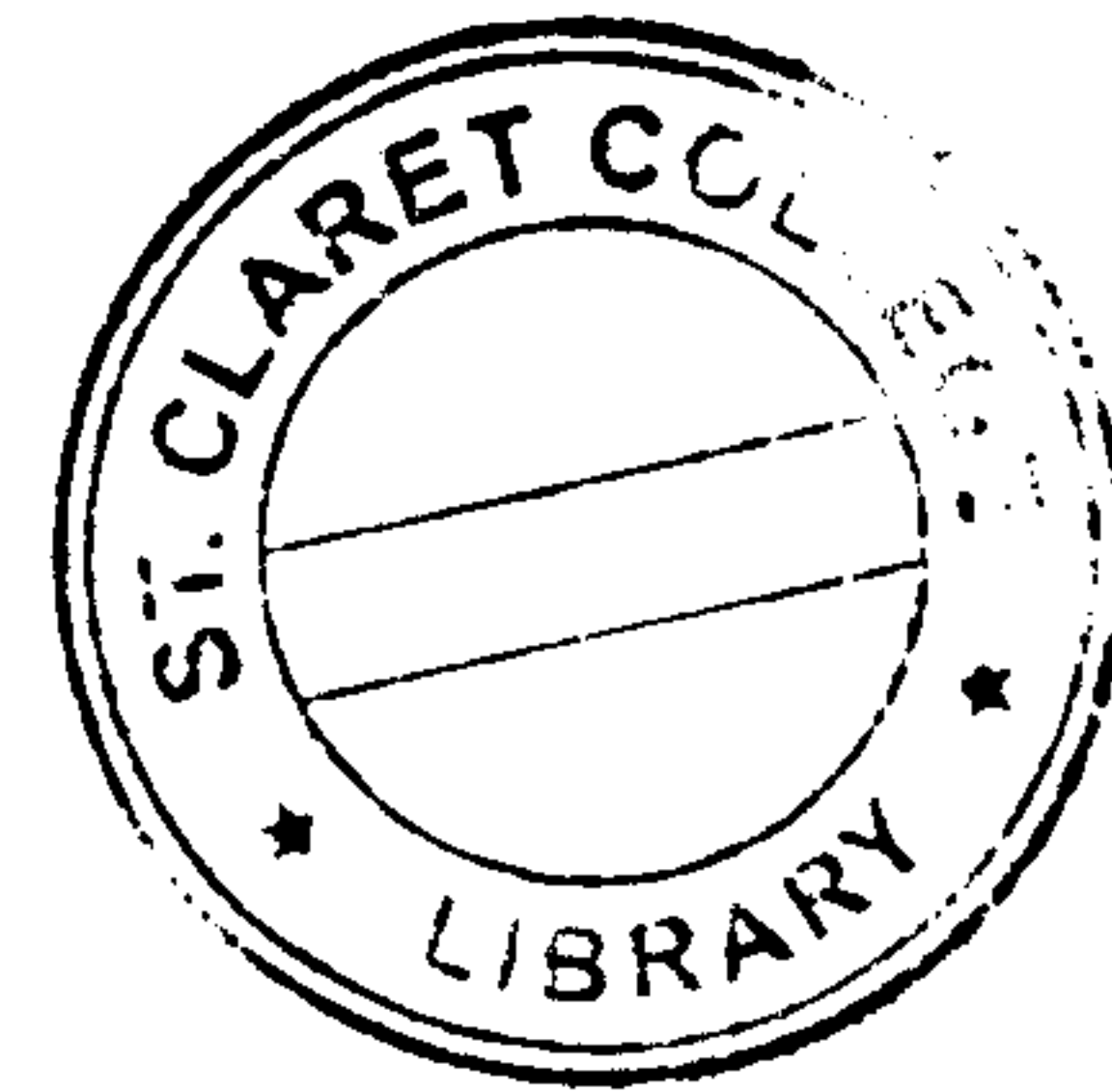
Max. Marks : 100

Instruction : Answers should be written in **English** only.

SECTION – A

Answer **any eight** sub-questions. **Each** sub-question carries **two** marks : **(8×2=16)**

1. a) Define research.
- b) State any four sources of research problem.
- c) What is pilot study ?
- d) What is probability sampling ?
- e) What is sampling error ?
- f) What is data ?
- g) What is research design ?
- h) What is tabulation ?
- i) What is questionnaire ?
- j) State any two characteristics of research report.



SECTION – B

Answer **any three** questions. **Each** question carries **eight** marks : **(3×8=24)**

2. Explain any four objectives of research.
3. Explain the steps involved in selecting a research problem.
4. What is sampling ? Mention any four characteristics of sampling.
5. Explain the characteristics of observation method of data collection.
6. Explain any four types of research report.

P.T.O.



SECTION – C

Answer **any four** of the following. **Each** question carries **fifteen** marks : **(4×15=60)**

7. Explain the steps involved in research process.
 8. Explain the various types of research designs.
 9. Explain briefly any five kinds of probability sampling.
 10. List out the factors to be considered while designing a questionnaire.
 11. State the format of the research report. Also state the precautions to be taken while preparing a research report.
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