



SN – 410

53

V Semester B.B.M. Examination, Nov./Dec. 2013
(Semester Scheme)
(Prior to 2013-14) (Repeaters)
BUSINESS MANAGEMENT
5.5 : Business Research Methods

Time : 3 Hours

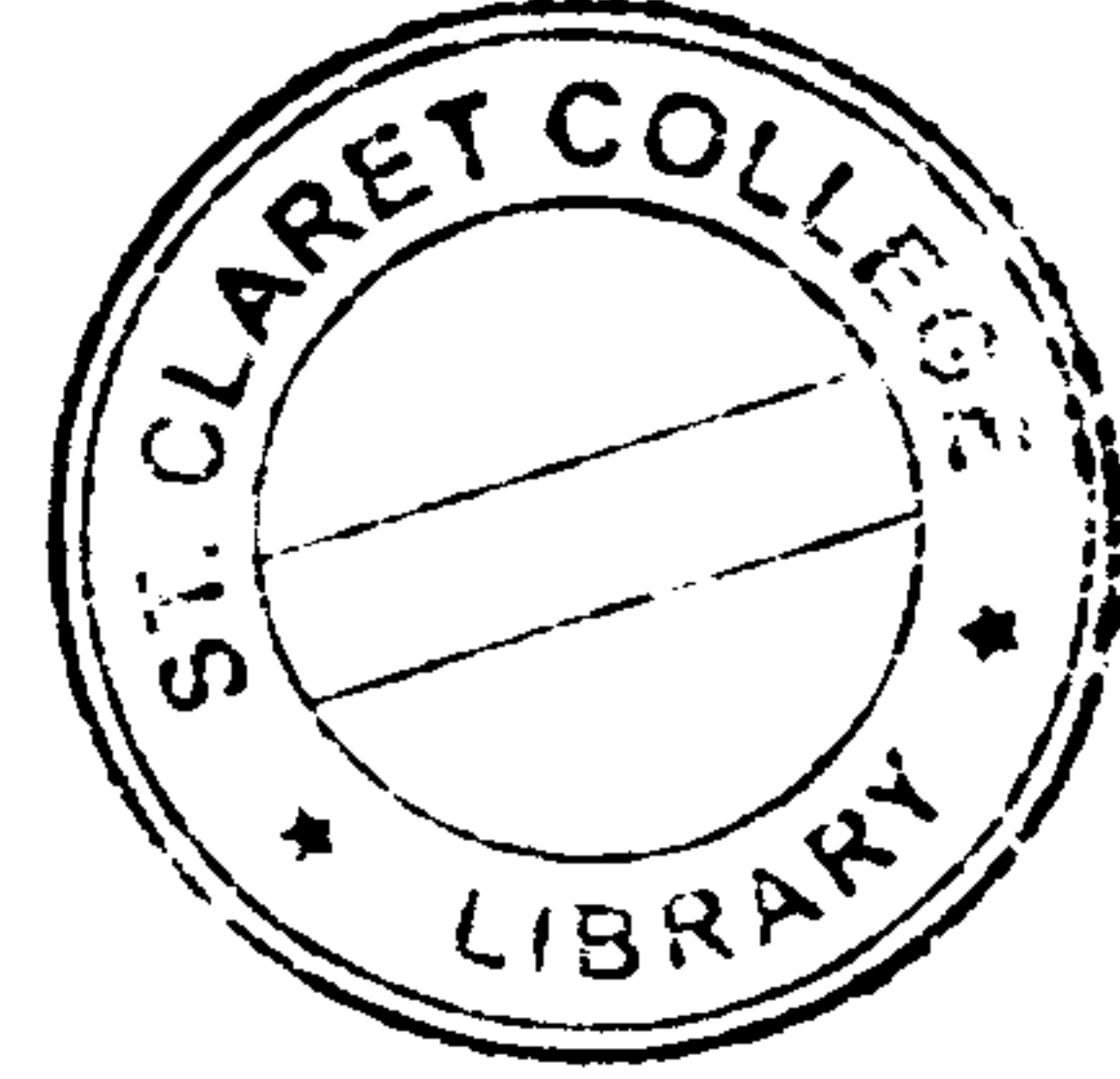
Max. Marks : 90

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

SECTION – A

Answer **any ten** sub questions. **Each** sub question carries **two** marks : (10×2=20)

1. a) Define Research.
- b) What is Empirical Research ?
- c) What is statistical analysis ?
- d) What is Research Methodology ?
- e) State any two sources of primary data.
- f) What is questionnaire ?
- g) What is direct observation ?
- h) Name any two parts of a table.
- i) What is showball sampling ?
- j) Define hypothesis.
- k) What is census survey ?
- l) What is Research Report ?



SECTION – B

Answer **any five** questions. **Each** question carries **five** marks : (5×5=25)

2. Explain the objectives of Research.
3. Differentiate between Qualitative and Quantitative Research approaches.
4. Describe the essentials of good research plan.

P.T.O.

SN – 410



5. Explain the needs for sampling.
6. Discuss the characteristics of observation method.
7. Distinguish between census survey and sample survey.
8. State the merits of interview method.
9. Briefly explain the essential features of Research Report.

SECTION – C

Answer **any three** questions. **Each** question carries **fifteen** marks :

(3×15=45)

10. Explain different types of Research.
 11. Describe the nature and importance of Research design.
 12. Discuss the various methods of sampling.
 13. What are the steps involved in Report Writing ?
 14. Differentiate between primary and secondary data. Briefly explain the sources of secondary data.
-