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Name.....

Reg. No.....

**FIFTH SEMESTER (CBCSS—UG) DEGREE EXAMINATION
NOVEMBER 2025**

B.B.A.

BBA 5B 08—BUSINESS RESEARCH METHODS

(2019 Syllabus)

Time : Two Hours

Maximum : 60 Marks

Part A*Answer all questions.*

1. What is an index number ?
2. What is meant by citation ?
3. Define business research.
4. What is meant by a null and an alternative hypothesis ?
5. What do you mean by an intervening variable ?
6. What is a contingency table ?
7. What do you mean by a research design ?
8. What is a Questionnaire ?
9. What do you mean by a research gap ?
10. List out any *four* advantages of primary data.
11. What is a research report ?
12. What do you mean by an experience survey ?

(12 × 2 = 24, Maximum ceiling 20 Marks)

Part B*Answer all questions.*

13. What are the various levels or types of measurement scales ?
14. List out the various advantages and limitations of secondary data.

Turn over

15. List out the qualities or characteristics of a good research report.
16. Distinguish between an interview schedule and a questionnaire.
17. Briefly explain the various types of probabilistic sampling methods or techniques.
18. What are the features of business research ?
19. Write a note on sampling and non-sampling errors.

(7 × 5 = 35, Maximum ceiling 30 Marks)

Part C

*Answer any **one** question.*

The question carries 10 marks.

20. What is meant by exploratory research ? Explain the various methods of exploratory research.
21. Discuss in detail the essential contents of a research report. Also, explain the key steps involved in drafting a report.

(1 × 10 = 10 marks)

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FIFTH SEMESTER (CBCSS-UG) DEGREE EXAMINATION, NOVEMBER 2024

B.B.A.

BBA 5B 08—BUSINESS RESEARCH METHODS

(2019 Admission onwards)

Time : Two Hours

Maximum : 60 Marks

Part A*Answer all questions.*

1. Define Research Problem.
2. What are Dependent Variables ?
3. What do you mean by Secondary Data ?
4. What is Coding ?
5. Define Research.
6. What is Literature Review ?
7. What is a Research report ?
8. What is Quota Sampling ?
9. What is a Popular Report ?
10. What are Line Graphs ?
11. What do you mean by Focus Group interview ?
12. What is Case Study ?

(12 × 2 = 24, Maximum ceiling 20 marks)

Part B*Answer all Questions.*

13. What are the important features of a good research Design ?
14. What are the important differences between questionnaires and schedules ?
15. What are the important differences between primary data and secondary data ?
16. What are the different types of Hypotheses ?

Turn over

17. Explain the different types of graphs used to represent data.
18. What are the qualities of a good research report ?
19. Explain Exploratory Research.

(7 × 5 = 35, Maximum ceiling 30 marks)

Part C

*Answer any **one** Question.*

20. What do you mean by Business Research ? What are the various types of Business Research ?
21. What do you mean by Sampling ? What are the different methods of Sampling ?

(1 × 10 = 10 marks)

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**FIFTH SEMESTER (CBCSS—UG) DEGREE EXAMINATION
NOVEMBER 2023**

B.B.A.

BBA 5B 08—BUSINESS RESEARCH METHODS

(2019 Admission onwards)

Time : Two Hours

Maximum : 60 Marks

Part A*Answer all questions.*

1. Define Research design.
2. What is Primary Data ?
3. What is Cluster Sampling ?
4. Define Research Problem.
5. What are independent variables ?
6. What is a Null hypothesis ?
7. What are contingency Tables ?
8. What is Research gap ?
9. What are intervening variables ?
10. What is Deduction Theory ?
11. What is Social research ?
12. What do you mean by research Process ?

(12 × 2 = 24, Maximum ceiling 20 marks)

Part B*Answer all questions.*

13. What are the essentials of a good Questionnaire ?
14. What are the important difference between Exploratory research and Descriptive research ?

Turn over

15. What are the different types of statistical analysis ?
16. What are the different methods of collecting Primary data ?
17. What are the different types of graphs used to represent data ?
18. What are the criteria for a good measurement ?
19. What are the different sources of Secondary Data ?

(7 × 5 = 35, Maximum ceiling 30 marks)

Part C

*Answer any **one** question.*

20. Explain Sampling design ? What are the important steps in developing a sampling design ?
21. What do you mean by a Research report ? Explain the different steps in drafting a good research report.

(1 × 10 = 10 marks)

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Name.....

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**FIFTH SEMESTER (CBCSS—UG) DEGREE EXAMINATION
NOVEMBER 2022**

B.B.A.

BBA 5B 08—BUSINESS RESEARCH METHODS

(2019 Admission onwards)

Time : Two Hours

Maximum : 60 Marks

Part A*Answer all questions.**Each question carries 2 marks.**Ceiling 20 marks.*

1. What is a Deduction Approach in research ?
2. What is a Pilot study ?
3. What is a Level of significance ?
4. What is Interview schedule ?
5. Explain Cluster sampling.
6. What is Basic Research ?
7. What is Sampling Errors ?
8. What is your idea about Hypothesis ?
9. Explain about Primary Data.
10. What is Research Problem ?
11. What is Variable ?
12. What is Ratio scale ?

(12 × 2 = 24, Maximum : Ceiling 20 marks)

Part B*Answer all questions.**Each question carries 5 marks.**Ceiling 35 marks.*

13. What are the various types of research ?
14. What is hypothesis testing ? How is it done ?

Turn over

15. What is your idea about Reliability and Validity ?
16. Briefly explain the different objectives of Research.
17. What do you mean by analysis of data ? Examine its various types.
18. What is the relevance for collecting Literature Review ?
19. What is the importance of Research report ?

(7 × 5 = 35, Maximum : Ceiling 30 marks)

Part C

*Answer any **one** question.*

The question carries 10 marks.

20. Explain the following terms : 1. Sample Design, 2. Case Study, 3. SPSS, 4. Bibliography.
21. What are the different steps involved in writing a good research report ?

(1 × 10 = 10 marks)

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Name.....

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FIFTH SEMESTER U.G. DEGREE EXAMINATION, NOVEMBER 2021

(CBCSS—UG)

B.B.A.

BBA 5B 08—BUSINESS RESEARCH METHODS

(2019 Admissions)

Time : Two Hours

Maximum : 60 Marks

Section A*Answer at least **eight** questions.**Each question carries 3 marks.**All questions can be attended.**Overall Ceiling 24.*

1. What is a Deduction Approach in research ?
2. What is a Research Gap ?
3. What is a Level of significance ?
4. What is Sample ?
5. Explain Cluster sampling.
6. What is Primary Data ?
7. What is Sampling Errors ?
8. What is your idea about Nominal scale ?
9. Explain about Pilot Study.
10. What is Contingency Table ?
11. What is Variable ?
12. What is Index Number ?

(8 × 3 = 24 marks)

Section B*Answer at least **five** questions.**Each question carries 5 marks.**All questions can be attended.**Overall Ceiling 25.*

13. What are the various types of research ?
14. How do you identify Research Problem ?

Turn over

15. What is your idea about Reliability and Validity ?
16. Briefly explain the different types of Measurements.
17. What do you mean by analysis of data ? Examine its various types.
18. What is the difference between Questionnaire and Schedule ?
19. What is the importance of Research report ?

(5 × 5 = 25 marks)

Section C

*Answer any **one** question.*

The question carries 11 marks.

20. Explain the following terms : 1. Documentation ; 2. Citation ; 3. Footnotes ; 4. Reference ; 5. Bibliography ; and 6. APA and MLA style of format.
21. What are the different steps involved in writing a good research report ?

(1 × 11 = 11 marks)