

## IV Semester B.B.M. Examination, April/May 2015

(Prior to 2009-10) (Repeaters)

## BUSINESS MANAGEMENT

## Paper – 4.1 : Business Research Methods

Time : 3 Hours

Max. Marks : 90

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

## SECTION – A

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

1. a) What is meant by Research Plan ?
- b) Mention any four contents of research design.
- c) Define the term census.
- d) What is Hypothesis ?
- e) Mention any two characteristics of research.
- f) Name any 2 tools used to test the hypothesis.
- g) Define the term interpretation.
- h) What is meant by depth interview ?
- i) Define the term research.
- j) What do you mean by secondary data ?
- k) Mention any two uses of sampling.
- l) Define a research report.

## SECTION – B

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

2. State any five objectives of research.
3. Explain the important concepts relating to research design.
4. Analyse simple and systematic random sampling.
5. What is formulation process ? Explain briefly the steps in formulation process.



6. What is research design ? What are the essentials of good research design ?
7. State the merits and demerits of interview method of data collection.
8. What is meant by statistical analysis ? Explain its types.
9. Differentiate between probability and non-probability sampling.

### SECTION - C

Answer **any three** questions. **Each** question carries **15** marks.

**(3×15=45)**

10. Explain the characteristics, merits and demerits of observation in data collection.
11. Explain the components of research design.
12. Briefly explain the various types of research.
13. Explain any five types of probability sampling.
14. Explain the steps involved in Analysis and interpretation of data.

### SECTION - B

(5×5=25)

Answer any five questions. Each question carries 5 marks.

5. What is formulation process ? Explain briefly the steps in formulation process.