



35422

Reg. No.

--	--	--	--	--	--	--	--

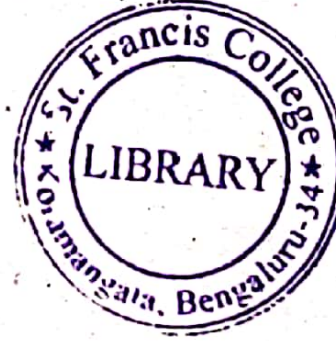
IV Semester B.B.A. Degree Examination, August/September - 2023

**BUSINESS ADMINISTRATION****Business Research Methods****(CBCS Scheme Repeaters 2019-20 Onwards)****Paper : 4.3****Time : 3 Hours****Maximum Marks : 70****Instructions to Candidates:**

Answers should be written in English only.

**SECTION - A**Answer any **Five** from the following questions. Each question carries **2** marks. ( $5 \times 2 = 10$ )

1. a) Define Business Research.
- b) What is Research gap?
- c) Give the meaning of Survey method.
- d) What is meant by Review of literature?
- e) What is report writing?
- f) Define the term Plagiarism
- g) What is a Questionnaire?

**SECTION - B**Answer any **Three** from the following questions. Each question carries **5** marks. ( $3 \times 5 = 15$ )

2. State any five objectives of Research.
3. Briefly explain the sources of Secondary data.
4. What are the various steps involved in developing a sampling plan?
5. Write a note on Ethics in Research.

**[P.T.O.]**



(2)

35422

**SECTION - C**

Answer any **Three** from the following questions. Each question carries **15** marks.

**(3×15=45)**

6. What is Research? Explain the various types of Research.
  7. Discuss the various steps in Research.
  8. Explain in detail the various sampling methods.
  9. Explain the layout of a Research report in detail.
-