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**IV Semester B.B.A. (Aviation Management) Degree Examination,
September/October - 2022
BUSINESS RESEARCH METHOD
(CBCS Scheme 2019-20)
Paper - 4.2**

Time : 3 Hours

Maximum Marks : 70

Instructions to Candidates :

Answers should be written in English only.

SECTION - A

I. Answer any Five sub-questions. Each question carries Two marks. (5×2=10)

1. a) Name any two objectives of Research.
- b) What is a Research Report?
- c) Define Type-I Error in Hypothesis Testing.
- d) What are the functions of Diagrams & graphs.
- e) Define multiple Bar-Diagram.
- f) What do you mean by a Questionnaire?
- g) Mention any two-uses of sampling.



SECTION - B

II. Answer any Three Questions. Each question carries Six marks : (3×6=18)

2. Explain the different level of Attitude Measurement Technique.
3. What do you mean by statistical analysis? Explain any two of there.
4. State the merits & de-merits of Interview method of Data collection.
5. State any six objectives of Research.

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SECTION - C

III. Answer any Three questions. Each question carries Fourteen marks : (3×14=42)

6. Explain the various steps in the formation of Research problem.
 7. Explain the steps involved in writing a Research Report.
 8. Explain probability and Non-probability sampling Techniques in detail.
 9. Explain the different types of one-dimensional diagrams.
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