

NOVEMBER 2023

72248/BB25B

Time : Three hours

Maximum : 75 marks

PART A — (10 × 2 = 20 marks)

Answer any TEN questions.

Write short notes on the following.

1. Business Research.
2. Descriptive design.
3. Simple random sampling.
4. Sampling plans.
5. Cumulative scale.
6. Cluster sampling.
7. Pilot study.
8. Classification of data.
9. Statistical hypothesis.
10. Regression analysis.
11. Abstract.
12. Appendices.

III BBA → Research Methodology

PART B — (5 × 5 = 25 marks)

Answer any FIVE questions.

13. Define research and explain the need for research.
14. Enumerate the various sources of hypothesis.
15. Define random sampling and explain its usefulness.
16. Explain the steps that you would adopt to make interview a success.
17. Distinguish between classification and tabulation.
18. Explain the meaning of level of significance with an example.
19. What are the items under the text of a research report?

PART C — (3 × 10 = 30 marks)

Answer any THREE questions.

20. Explain the points to be considered in the process of identifying a research problem.
21. List and explain the factors that influence the research design.

22. Explain the qualities of good observation technique.
 23. Examine the nature of hypothesis and its role in social research.
 24. Discuss the guidelines for oral presentation of a research report.
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