

45545



V SEMESTER BBA EXAMINATION – MARCH / APRIL – 2022

SCHEME – SEMESTER – CBCS

065

BUSINESS RESEARCH METHODS

Time: 03 Hours

Max Marks: 80

Instructions to Candidates: Answer all parts.

PART – A

Answer any **TWO** of the following. Each Question carries 15 Marks: $15 \times 2 = 30$

1. What do you mean by sampling? Explain the differences between probability and non-probability sampling techniques.
2. Define Business Research? Explain the steps involved in Research Process.
3. Define Hypothesis? Explain the differences between one tail and two tail tests?
4. Frame a questionnaire to find the customer satisfaction of Laptops or Mobile phone (Any 3 brands of your choice)

PART – B

Answer any **THREE** of the following. Each Question carries 10 Marks: $10 \times 3 = 30$

5. Explain the relevance of Man-Whitney 'u' test with its corresponding hypothesis.
6. Explain the four types of Primary Scales of measurements with suitable examples.
7. Write short notes on 'Type I' and 'Type II' errors in business research.
8. Write short notes on any of the following two techniques of data analysis:
 - i) Chi-square test
 - ii) T-test
 - iii) ANOVA
 - iv) Factor analysis
9. What are the importance of Sample Size in Business Research? Distinguish between Sample Survey and Census Survey?

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PART – C

Answer any **FOUR** of the following. Each Question carries 5 Marks: **5x4=20**

10. Differentiate between explorative and descriptive methods of research.
11. Write the formula for testing the significance difference between sample mean and population mean stating both 'null' and 'alternative' hypothesis.
12. State any 2 differences between 'Z' test & 'T' test.
13. What do you understand by the term 'reliability' in business research?
14. Distinguish between Cross Sectional Research and Longitudinal method of Research with suitable examples.
15. Write Short Notes on Likert Scale.

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