



US – 532

IV Semester B.B.A. Examination, May 2017  
(CBCS) (Fresh + Repeaters)  
(2015 – 16 and Onwards)  
**BUSINESS ADMINISTRATION**  
Paper – 4.2 : Business Research Methods

Time : 3 Hours

Max. Marks : 70

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

SECTION – A

- I. Answer any five sub-questions. Each sub-question carries two marks. (5×2=10)
1. a) Mention any two objectives of Research.
  - b) What do you understand by Field Research ?
  - c) What do you mean by Census ?
  - d) What is Non-Probability Sampling ?
  - e) What do you mean by a questionnaire ?
  - f) What is Chi-Square test ?
  - g) What is a Research Report ?

SECTION – B

- II. Answer any three questions. Each question carries six marks. (3×6=18)
- 2) What is review of literature ? Explain why literature review is conducted.
  - 3) What are advantages and limitations of face-to-face interview ? Explain.
  - 4) What is factor analysis ? Write a note on factor analysis.
  - 5) Explain the functions of research report.
  - 6) Explain the importance of social science research in a country like India.

P.T.O.





## SECTION – C

III. Answer **any three** questions. Each question carries **fourteen** marks. (3×14=42)

- 7) Explain the research process in detail.
  - 8) What is sampling ? Explain probability and non-probability sampling techniques in detail.
  - 9) Write a detailed note on motivational research.
  - 10) Write a note on :
    - a) Conjoint analysis
    - b) Discriminant analysis and
    - c) Cluster analysis
  - 11) Explain the steps involved in writing research report.
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