



K23U 2274

Reg. No. :

Name :

V Semester B.T.T.M./B.B.A.(TTM)/B.B.A.(AH) Degree (C.B.C.S.S. – O.B.E. –
Regular/Supplementary/Improvement) Examination, November 2023
(2019 – 2021 Admissions)

Core Course

5B12TTM/BBA(TTM)/BBA(AH) : RESEARCH METHODS AND BASIC
BUSINESS STATISTICS

Time : 3 Hours

Max. Marks : 40

PART – A (Short Answer)

Answer **all** questions. **Each** question carries **1** mark.

1. Define dependent variable.
2. What do you mean by research ?
3. What is a research problem ?
4. Define a sample.
5. What do you understand by research methodology ?
6. What do you understand by the term mode ?

(6×1=6)

PART – B (Short Essay)

Answer **any six** questions. **Each** question carries **2** marks.

7. Define Harmonic mean.
8. What do you understand by the term secondary data ?
9. What is a schedule ?
10. What do you mean by a research design ?
11. Comment on SPSS.
12. Expand and explain APA format.
13. What do you understand by tabulation ?
14. What is the significance of stating the research problem ?

(6×2=12)

P.T.O.



PART – C (Essay)

Answer **any four** questions. **Each** question carries **3** marks.

15. Differentiate primary data and secondary data.
16. Explain simple random sampling.
17. What are the merits and demerits of mean ?
18. What do you understand by a sampling error ?
19. Comment on research report.
20. Differentiate mode and median.

(4×3=12)

PART – D (Long Essay)

Answer **any two** questions. **Each** question carries **5** marks.

21. What are the different steps in report writing ?
22. Write an essay on measures of central tendency.
23. What do you understand by research ? Comment on the objectives of research.
24. Write an essay on sampling and its types.

(2×5=10)

