



VSEM office cup



K17U 1737

Reg. No. :

Name :

V Semester B.B.M. Degree (CBCSS – Sup./Imp.)

Examination, November 2017

(2014 Admn. Only)

Core Course

5B10 BBM – BUSINESS RESEARCH METHODS

Time : 3 Hours

Max. Marks : 40

SECTION – A

Answer the 4 questions. Each question carries $\frac{1}{2}$ mark.

1. What is descriptive research ?
2. What is schedule ?
3. What is popular report ?
4. What is questionnaire ?

(4x $\frac{1}{2}$ =2)

SECTION – B

Answer any four questions. Each question carries 1 mark.

5. What is stratified random sampling ?
6. What is Research design ?
7. What is product analysis ?
8. What is proposition ?
9. What is a case study ?
10. What is ordinal variable ?

(4x1=4)

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SECTION - C

Answer any six questions. Each question carries 3 marks.

11. Explain various types of Focus Group.
12. Explain the types of surveys.
13. What are the criteria for good scaling ?
14. Enumerate the different types of Interview.
15. Explain the various types of observation.
16. What are the steps required to test the hypothesis ?
17. Explain the characteristics of a good research report.
18. Define Tabulation. What are its objectives ?

(6x3=18)

SECTION - D

Answer any two questions. Each question carries 8 marks.

19. Explain the phases of business research.
20. What are the important techniques of sampling ?
21. What are the different stages in the preparation of a report ?

(2x8=16)