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IV Semester B.B.A. Degree Examination, September/October - 2022

BUSINESS ADMINISTRATION

Business Research Methods

(CBCS Scheme Fresh+Repeaters)

Paper : 4.2

Time : 3 Hours

Maximum Marks : 70

Instructions to Candidates:

Answer should be written in English only.

SECTION - A

Answer any **Five** sub-questions. Each sub-question carries **Two** marks.

(5×2=10)

1. a) Mention any two objectives of Research.
b) Define Business Research.
c) What are the measures of central tendency?
d) What is Primary Data?
e) What are the characteristics of a good sample?
f) What do you mean by coding?
g) What is the meaning of census?
h) What is Tabulation?

SECTION - B

Answer any **Three** questions. Each question carries **Five** marks.

(3×5=15)

2. Explain objectives of Research?
3. What do you mean by sample? What are the characteristics of a good sample.
4. Represent the following data by using a histogram and a frequency polygon.

X	F
0-10	12
10-20	25
20-40	44
40-60	36
60-90	30

[P.T.O.]



(2)

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5. Five dice are rolled 200 times with 2, 4 or 6 termed as success what is the expected proportion of success? If proportion of success is 0.45, test at 1% level of significance whether the die are unbiased.

SECTION - C

Answer any **Three** questions. Each question carries **Fifteen** marks.

(3×15=45)

6. What do you mean by research design? Explain the types of research design?
7. Write a short note on
- a. Questionnaire.
 - b. Tabulation.
 - c. F-test.
8. Describe the Research Process in detail?
9. Explain in detail the Non probability sampling techniques?
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