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DCBB413/DCAM413/DCAT413/DCBA413

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IV Semester B.B.A.(R)/B.B.A.(AM)/B.B.A.(BA)/B.Voc.(A)

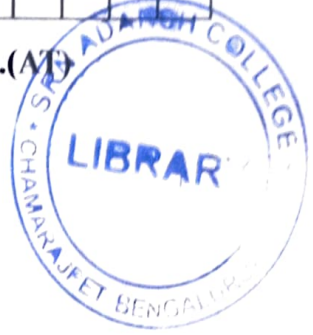
Degree Examination, June/July - 2026

BUSINESS ADMINISTRATION

Research Methodology

(SEP Scheme Freshers)

Paper : 4.3



Time : 3 Hours

Maximum Marks : 80

Instructions to Candidates:

All the answers to be written only in English.

SECTION - A

Answer any Five sub-questions. Each sub question carries 2 marks.

(5×2=10)

1. a) What do you mean by Research?
- b) What is hypothesis?
- c) Mention any two sources of data collection.
- d) Expand ANOVA and SPSS.
- e) Write any two elements of a research report.
- f) State any two types of research.
- g) What is a questionnaire?
- h) Mention any two styles of report writing.

SECTION - B

Answer any Four questions. Each question carries 5 marks.

(4×5=20)

2. Write the scopes of business research.
3. Write the process of preparing the Research Design.
4. Explain in brief chi-square test and its applications in business research.
5. Explain in brief the application of SPSS as a tool in social science research.
6. Mention any Five characteristics of a successful research report.
7. Write the importance of sampling techniques in Research.

[P.T.O.]

