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FIFTH SEMESTER (CUFYUGP) DEGREE EXAMINATION, NOVEMBER 2026

MANAGEMENT STUDIES

BBA5CJ303 BUSINESS RESEARCH METHODS

2024 Admission onwards

Maximum Time: 2 Hours | **Maximum Marks: 70**

Section A

All Questions can be answered. Each Question carries 3 marks (Ceiling: 24 Marks)

1	List out any three differences between a questionnaire and a schedule.
2	Define sampling error and non-sampling error.
3	What do you understand by the term 'plagiarism'?
4	What is meant by literature review? What are primary sources of literature?
5	Distinguish between references and bibliography.
6	What is secondary data? State any four sources of secondary data.
7	What is meant by research? Define business research.
8	Define data editing, coding, and tabulation.
9	What is a research report?
10	What is a conceptual framework in research?

Section B

All Questions can be answered. Each Question carries 6 marks (Ceiling: 36 Marks)

11	List out the differences between census and sampling.
12	What are the different types of variables used in research?
13	Discuss probability sampling techniques
14	Differentiate between one-tailed and two-tailed statistical tests.
15	List out the qualities of a good researcher.
16	Discuss APA and MLA referencing styles.
17	Discuss the Likert scale and its applications.
18	Explain research ethics and discuss major ethical issues faced by researchers.

Section C

Answer any ONE. Each Question carries 10 marks (1x10=10 Marks)

19	Explain parametric and non-parametric tests and discuss their applications in business research.
20	Explain the complete process of research report writing and discuss the structure, style and essential qualities of a good research report.