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IV Semester B.B.A. (Aviation Management) Degree Examination,  
September/October - 2022  
**BUSINESS RESEARCH METHOD**  
(CBCS Scheme 2019-20)  
Paper - 4.2



**Time : 3 Hours**

**Maximum Marks : 70**

**Instructions to Candidates :**

Answers should be written in English only.

**SECTION - A**

- I. Answer any **Five** sub-questions. Each question carries **Two** marks. (5×2=10)
1. a) Name any two objectives of Research.
  - b) What is a Research Report?
  - c) Define Type-I Error in Hypothesis Testing.
  - d) What are the functions of Diagrams & graphs.
  - e) Define multiple Bar-Diagram.
  - f) What do you mean by a Questionnaire?
  - g) Mention any two-uses of sampling.

**SECTION - B**

- II. Answer any **Three** Questions. Each question carries **Six** marks : (3×6=18)
2. Explain the different level of Attitude Measurement Technique.
  3. What do you mean by statistical analysis? Explain any two of there.
  4. State the merits & de-merits of Interview method of Data collection.
  5. State any six objectives of Research.

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**SECTION - C**

**III.** Answer any **Three** questions. Each question carries **Fourteen** marks : **(3×14=42)**

6. Explain the various steps in the formation of Research problem.
  7. Explain the steps involved in writing a Research Report.
  8. Explain probability and Non-probability sampling Techniques in detail.
  9. Explain the different types of one-dimensional diagrams.
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