

Faculty of Business Management
BBA III-Year, CBCS-V Semester Regular Examinations, Dec/Jan 2019-20
PAPER: RESEARCH METHODS FOR MANAGERS

Time: 3 Hours

Max Marks: 80

Section-A

- I. Answer any FIVE of the following questions (5x4=20 Marks)
1. Problems in research
 2. Types of Scales
 3. Primary data
 4. Data tabulation
 5. Precautions in report writing
 6. Appendix
 7. Parametric tests
 8. Scope of research in business

Section-B

- II. Answer the following questions (5x12=60 Marks)
9. (a) Discuss the steps involved in the Research process
(OR)
(b) Explain the characteristics of good research
10. (a) Explain the features of good research design
(OR)
(b) Explain the different Scaling techniques with examples
11. (a) What are the important methods of sampling?
(OR)
(b) What do you mean by hypothesis? Explain the procedure of developing good hypothesis and list out statistical tools available for testing a hypothesis.
12. (a) What are non-parametric tests? What are their limitations?
(OR)
(b) You have been assigned the task of finding various problems of railway commuters in Nizamabad. Design a suitable questionnaire to be used in this study.
13. (a) What is report writing? Discuss the layout of a research report covering all relevant points
(OR)
(b) Explain different types of reports
