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Total No. of Pages : 02

Total No. of Questions : 09

BBA (Sem.-4)

BUSINESS RESEARCH METHODS

Subject Code : BBA-401-18

M.Code : 77423

Date of Examination : 05-07-22

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. **SECTION-A is COMPULSORY** consisting of TEN questions carrying TWO marks each.
2. **SECTIONS-B** consists of FOUR Sub-sections : Units-I, II, III & IV.
3. Each Sub-section contains TWO questions each, carrying TEN marks each.
4. Student has to attempt any ONE question from each Sub-section.

SECTION-A

1. Write short notes on the following :

- a) Management Research
- b) Research Design
- c) Random Sampling
- d) Primary Data
- e) Nominal Scale
- f) Questionnaire
- g) Coding of Data
- h) Report
- i) Variable
- j) Experiment

SECTION-B

UNIT-I

2. What are the components of sound research problem? Illustrate with examples.
3. How are research designs classified? What are distinguishing features of each design?

UNIT-II

4. Distinguish between random and Non-Random Sampling. Explain advantages and limitations of using sampling.
5. *“Majority of research makes use of primary sources of data and secondary data sources do not really contribute to a scientific enquiry”*. Do you agree / disagree with this statement. Explain.

UNIT-III

6. Discuss with the help of examples four key levels of measurement. What are mathematical operations / statistical techniques are and are not permissible on data from each type of scale?
7. What is the difference between a questionnaire and a schedule? What are the steps involved in the questionnaire design?

UNIT-IV

8. Processing of data involves editing, coding, classifying and tabulating. Explain each of these steps by taking an appropriate research example.
9. What should be the detail structure of a research report? What are the elements of the structure defined by you?

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.