

Roll No.

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: 26-05-2023

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. Students have to attempt any ONE question from each Sub-section.

SECTION-A

1. Write Briefly :

- a) Outline some of the uses of management research. Give examples
- b) What factors influence the choice of research design?
- c) What are different types of experimental research designs?
- d) What are the different types of hypotheses?
- e) What is descriptive analysis and what is the importance of doing it in a report?
- f) What is random sampling?
- g) What is survey method of data collection?
- h) What is an ordinal scale? What data analysis can be done on a nominal scale?
- i) Outline a report format.
- j) What is coding of a questionnaire? Why is it done?

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SECTION-B

UNIT-I

2. Discuss in detail the research process. Give examples.
3. Discuss different types of research designs. What are the sources of experimental errors?

UNIT-II

4. What do you understand by data collection? Discuss various methods of primary data collection.

5. Differentiate between following :

- a) Sampling and Non-sampling error
- b) Snowball and Judgemental sampling

UNIT-III

6. What is nominal, ordinal, interval and ratio scale? Differentiate between them.

7. What is the difference between a questionnaire and a schedule? Discuss the different types of questionnaires.

UNIT-IV

8. Discuss the steps in data editing. What errors in the data set does a researcher look for while editing data? Give examples.
9. Discuss the different types of research reports.

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.

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