

Roll No.

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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:06-05-2025

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. Explain briefly :

- a) What do you mean by the applied research?
- b) What is the importance of a review of literature in research?
- c) What do you mean by multi-stage sampling?
- d) Discuss the characteristics of the good questionnaire.
- e) What do you mean by sampling errors?
- f) What do you mean by ratio scale?
- g) State the difference between the primary data and secondary data.
- h) What do you understand by cross-tabulation?
- i) What are the essentials of a good questionnaire?
- j) What are the Characteristics of a good research report?

SECTION - B

UNIT - I

2. What do you mean by business research? Explain the scope and importance of research in managerial planning and decision-making.
3. What is meant by Research Design? Explain in detail the research designs applied in exploratory design in detail.

UNIT - II

4. Discuss the difference between probability and non-probability sampling techniques. Discuss various types of probability sampling techniques in detail.
5. Define primary data. Examine the merits and limitations of the observation method in collecting data. Illustrate your answer with a suitable example.

UNIT - III

6. What are different types of questions which can be asked in a questionnaire? Outline the guidelines for developing a good questionnaire?
7. What are the classifications of measurement scales? Explain the meaning of each class with examples.

UNIT - IV

8. What are different types of research reports? Discuss the format of good research report.
9. What is data preparation? Describe in brief the importance of editing, coding, classification, tabulation and presentation of data in the context of a research study.

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.