

Roll No.

Total No. of Questions : 09

Total No. of Pages : 02

BBA (Sem.-4)
BUSINESS RESEARCH METHODS

Subject Code : BBA-401-18

M.Code : 77423

Date of Examination : 20-11-2023

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. Explain briefly :

- a) Fundamental Research
- b) Descriptive Research Design
- c) Non-Probability Sampling
- d) Secondary Data
- e) Ordinal Scale
- f) Schedule
- g) Editing of Data
- h) Technical Report
- i) Observation
- j) Data Tabulation.

SECTION-B

UNIT-I

2. How would you distinguish between a management decision problem and management research problem? Do all decision problems require research? Explain and illustrate with examples.
3. Distinguish between the following:
 - a) Exploratory and Descriptive research design
 - b) Cross Sectional Versus Multi Cross Sectional Designs.

UNIT-II

4. Distinguish between population and sample. Explain different Probability sampling techniques.
5. What is the observation method? What are different types of observation methods available to the researcher? Elaborate with suitable examples.

UNIT-III

6. Distinguish between single item and multiple item scale. Should one prefer a multiple item scale over the single item scale? Explain with example.
7. What is the criteria of a sound questionnaire? How can one improve the quality of instrument designed?

UNIT-IV

8. How do you code data? What guidelines should be followed to carry out the task? Discuss by giving suitable examples.
9. Discuss in detail the steps that a researcher needs to follow to formulate a good research report. Do the criteria become different for different kinds of reports? Explain with examples.

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.