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Total No. of Pages: 02

Total No. of Questions: 09

**BBA (SIM) (Sem. – 4)**

**BUSINESS RESEARCH METHODS**

**Subject Code: BBASM-GE-401-18**

**M Code: 77433**

**Date of Examination : 22-12-2022**

**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. Each Sub-section contains TWO questions each, carrying TEN marks each.
3. **Students have to attempt any ONE question from each Sub-section.**

**SECTION-A**

1. Explain the following:
  - a) Forward linkage
  - b) Temporal sequence
  - c) Sources of experimental errors
  - d) Judgemental sampling
  - e) Advantages of snowball sampling
  - f) Non comparative scaling techniques
  - g) Characteristics of good questionnaire
  - h) Data coding
  - i) Outliers
  - j) Research problem formulation process

## **SECTION-B**

### **UNIT-I**

2. Discuss in detail the research process. Compare and contrast basic and applied business research.
3. Compare and contrast exploratory, descriptive, and causal research. Which approach is the best?

### **UNIT-II**

4. Discuss different types of probability sampling. Give examples.
5. Differentiate between the following:
  - a) Primary and secondary data collection methods.
  - b) Observation and survey method.

### **UNIT-III**

6. Differentiate between nominal, ordinal, interval and ratio scales. Discuss different types of analysis that can be done on each level of measurement.
7. Discuss the types of questionnaires. What are different modes through which data can be collected using a questionnaire?

### **UNIT-IV**

8. Write short notes on the following:
  - a) Cross tabulation.
  - b) Data preparation process.
9. Discuss different types of reports, also highlight the guidelines for writing reports.

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