

P-740

Total Pages : 3

Roll No.

BBA-404

Business Research Methods

Bachelor of Business Administration (BBA)

4th Semester Examination, 2023 (June)

Time : 2 Hours]

[Max. Marks : 70

Note : This paper is of Seventy (70) marks divided into two (02) Sections A and B. Attempt the questions contained in these sections according to the detailed instructions given therein. Candidates should limit their answer to the questions on the given answer sheet. No additional (B) answer sheet will be issued.

SECTION-A

(Long Answer Type Questions)

Note : Section 'A' contains Five (05) long answer type questions of Nineteen (19) marks each. Learners are required to answer any Two (02) questions only.

(2×19=38)

1. What is research? Write importance, advantages and limitations of research.

2. What is sampling? Explain selection, process, types and errors in sampling.
3. Write a short note on :
 - (a) Tabulation of data,
 - (b) Attitude scales.
 - (c) Measurement of attitude.
4. What is hypothesis? How can you formulate and test the hypothesis? Give the advantages and disadvantages of testing of hypothesis.
5. What is research report? Write its function, types and its layout.

SECTION-B

(Short Answer Type Questions)

Note : Section 'B' contains Eight (08) short answer type questions of Eight (08) marks each. Learners are required to answer any Four (04) questions only. (4×8=32)

1. Define Questionnaire.
2. What is research design? Explain its types.

3. What is secondary data? Explain its advantages and limitations.
 4. Define the role of research objectives in a research.
 5. Explain research process.
 6. Define sampling Error.
 7. Discuss the methods of collecting data.
 8. Explain Chi-square Analysis.
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