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BBA-404

Business Research Methods

(व्यावसायिक शोध विधियाँ)

Bachelor of Business Administration

(BBA-10/12/16/17)

4TH Semester, Examination-2019

Time : 3 Hours Max. Marks : 80

Note : This paper is of Eighty (80) marks divided into two (02) Sections A and B. Attempt the questions contained in these sections according to the detailed instructions given therein.

Section–A

(Long Answer Type Questions)

Note : Section 'A' contains Five (05) long-answer-type questions of Fifteen (15) marks each. Learners are required to answer any three (03) questions only. **(3×15=45)**

1. What do you mean by Research Design? What are the characteristics of a good research design? Also list various types of Research design.

2. What are the different steps of writing a research report? Give a layout of the research report.
3. Classify the various methods of data collection. Briefly describe their merits and demerits.
4. Define Sampling method and describe the characteristics of stratified random sampling.
5. Define questionnaire, what are the essentials of a good questionnaire?

Section–B

(Short-Answer-Type Questions)

Note : Section 'B' contains Eight (08) short-answer-type questions of Seven (07) marks each. Learners are required to answer any Five (05) questions only. (5×7=35)

1. What is Research Problem? Explain the main stages of the formulation of research problem.

2. Distinguish between deductive approach and inductive approach to research.
3. Explain the descriptive and experimental research design.
4. Briefly discuss the primary and secondary data.
5. Discuss the merits of schedule method.
6. Write short notes on the following :
a) Interview b) Group interview
7. Critically examine the Thurstone's scale of attitudes.
8. Write short notes on the following :-
a) Working hypothesis
b) Significance of hypothesis.