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Total Pages : 3

Roll No. -----

BBA-404

Business Research Methods

Bachelor of Business Administration (BBA)

4th Semester, Examination 2022(Dec.)

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.

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 x 19 = 38]

P.T.O.

- Q.1. How is a problem stated? Describe the various ways of defining a problem. Discuss characteristics of good problem and criteria for evaluating a problem.
- Q.2. What is Sampling? Explain Probability and Non-Probability sampling and give its difference.
- Q.3. Explain the phrase 'Analysis of Data' or 'Treatment of Data.' Indicate the need and importance of data analysis.
- Q.4. Explain the layout of a research report covering all relevant points and Discuss guidelines for preparing a good research report.
- Q.5. Indicate the basis for selecting a statistical technique in analyzing data for business research.

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 x 8 = 32]

- Q.1. Define the term 'Research.' Enumerate the characteristics of research in detail.
- Q.2. Explain exploratory research, diagnostic research and descriptive research.
- Q.3. What is business research? Explain the importance of business research in Managerial decision making.
- Q.4. What do you mean by level of Significance? Explain the degree of freedom.
- Q.5. Explain data collection and its methods.
- Q.6. What are the major differences between descriptive and exploratory research designs.
- Q.7. Define attitude measurement scale.
- Q.8. What is bibliography? What is its purpose?
