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**Roll No. -----**

## **BBA-404**

**Business Research Methods/**

**व्यवसायिक शोध विधियां**

**Bachelor of Business Administration**

**(BBA-10/12/16/17)**

**4<sup>th</sup> Semester, Examination June 2022**

**Time: 2 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 Twenty (20) marks each. Learners are required to answer any two (02) questions only.

**[2 x 20 = 40]**

**P.T.O.**

- Q.1. Define hypothesis. Discuss the Importance and Sources of Research hypothesis.
- Q.2. What is research design? Discuss its major types.
- Q.3. What is the difference between sampling and census method? Discuss in brief the different types of Sampling.
- Q.4. What is Chi-square test? How does it help in finding out the significance of difference between theory and observations?
- Q.5. Elaborate how to test the reliability of a questionnaire? Explain some of the important Procedures.

## **Section – B**

### **(Short-answer-type questions)**

Note: Section 'B' contains Eight (08) short-answer-type questions of Ten (10) marks each. Learners are required to answer any Four (04) questions only.

[4 x 10 = 40]

- Q.1. What is a schedule? What are the types of schedule?

P.T.O.

- Q.2. What is interview? Discuss its characteristics.
- Q.3. What is tabulation? Discuss the significance of tabulation in Research.
- Q.4. Write short notes on the following:  
(A) Research Report.  
(B) Report writing.
- Q.5. Discuss the significant sources of informations in Research.
- Q.6. Briefly discuss the formulation of a research problem.
- Q.7. What are the precautions necessary to obtain a good sample?
- Q.8. Differentiate between Deduction v/s inductive approach of Research.
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