**BBA-404**

**Business Research Methods**

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Bachelor of Business Administration

(BBA-10/12/16/17/BBAH-11)

4<sup>th</sup> Semester Examination, 2019

**Time : 3 Hours                    Maximum Marks : 80**

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**Note :** This paper is of Eighty (80) marks containing three (03) sections. A,B,and C. Learners are required to attempt the questions contained in these sections according to the detailed instructions given therein.

## Section –A

## (Long Answer Type Questions)

**Note :**  Section 'A' contains four (04) long  answer  type questions of Nineteen (19) marks each.   Learners are required to answer any two (02) questions only.

( 2x19=38)

Q1.   What are the characteristics of Research? Explain the relationship between scientific Methods and Research.

Q2.   Explain the Research Process in Details.

Q3.    Describe the process of drawing a sample.

Q4.    Explain the various Measures of Central Tendency.

# Section – B
## (Short-answer- type Questions)

Note : Section 'B' contains eight (8) Short answer type questions of eight (8) marks each. Learners are required to answer four (4) questions only.

(4x8=32)

**Q1.**    Presentation of data.

Q2.    Scaling.

Q3.    List the various "Types of Data".

Q4.    What is a standard Error?

Q5.     Indicate the need and importance of data analysis.

Q6.     What do you mean by the term Hypothesis?

Q7.    What Precautions you will take while writting report?

Q8.    Elaborate the Advantages of Research paper.

# Section –C
## (Objective-type-questions)

Note : Sections 'C' contains ten (10) objective-type questions of one (01) mark each. All the questions of this section are compulsory.          (10x1=10)

Fill in the blanks:-

Q1.     A sample may be large yet worthless, because it is not......................

Q2.     The variations in a time - series with in a year are called.................

Q3.     The Correlation between two variables is called....................correlation.

Q4.     Mean is ................by extreme values.

Write True/False against the following:-

Q5.     Quartile deviation is $\underline{Q3-Q1.}$            (True/false)
                              $2$

Q6.     The sources of data are primary and secondary.
                                        (True/false)

Q7.     Published statistics are primary data.
                                        (True/false)

Q8.   Presentation is a statistical method.   (True/false)

Q9.   The   formula   for   coefficient   of   variation   is

$$\frac{mean \quad mode}{standard\ Deviation}$$   (True/false)

Q10.   Consumer price index number is not based on reliable data.   (True/false)

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