Total Page No. : 3]   **[Roll No. ....**

BBA–404

Bachelor of Business Administration (BBA) IVth Semester Examination Dec., 2023

BUSINESS RESEARCH METHODS

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 there in. ***Candidates should limit their answers to the questions on the given answer sheet. No additional (B) answer sheet will be issued.***

Section–A

(Long Answer Type Questions)   2×19=38

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.

1. How does the concept of uncertainty impact decisional research and the choice of research design ?

2. Describe the process and importance of tabulating data in research.

3. Explain the different types of research designs. descriptive, exploratory, diagnostic, and experimental. Provide examples of research questions that would be best suited for each type of design.

4. Describe the process of formulating and testing a hypothesis in business research. Illustrate with a hypothetical scenario where you formulate a hypothesis.

5. What are the different types of research reports, and how does the purpose of the research influence the format and content of the report ?

Section–B

(Short Answer Type Questions)   4×8=32

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.

1. Define and discuss the importance of attitude scales in research. How are attitudes measured, and what are the challenges associated with this measurement ?

K–290   (2)

2. Explain the concept of secondary data. Discuss its advantages and limitations in the context of business research.

3. Describe the role and importance of research objectives in guiding a research study. How do these objectives influence the research process ?

4. Discuss the various methods of collecting data in business research.

5. Define and explain the concept of sampling error. Illustrate with an example how sampling error can impact the results of a study.

6. Explain the different types of sampling techniques.

7. Discuss the use and importance of Chi-square analysis in hypothesis testing.

8. What are the key considerations in designing an effective questionnaire ?

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K–290 (3)