

A-0825

Total Pages : 4

Roll No. -----

BBA-404

Business Research Methods

Bachelor of Business Administration (BBA)

4th Semester Examination 2024(Dec.)

Time: 2:00 hrs

Max. Marks: 70

Note : This paper is of Seventy (70) marks divided into Two (02) Section A and B. Attempt the questions contained in these sections according to the detailed instructions given therein. Candidates should limit their answers to the questions on the given answer sheet. No additional (B) answer sheet will be issued.

P.T.O.

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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.

[2x19=38]

- Q.1. Discuss the role of a decision maker in business research. How does uncertainty influence decision research, and what are the different research designs used to handle such uncertainty?
- Q.2. Discuss the importance of sampling design in business research. Describe the different types of sampling errors and how they can impact the validity of research findings.
- Q.3. Describe the process of hypothesis testing in business research. How are tests of significance, such as t-tests and chi-square tests, used in analyzing data?

- Q.4. For a research study, a report was generated that had a large amount of data. Summarize the data by computing the mean and the range for the given set of values: 5, 10, 15, 20, 25.
- Q.5. Explain the significance of random variables and probability distributions in the context of data analysis 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.

[4x8=32]

- Q.1. What are the key steps in identifying research problems in business research?
- Q.2. Describe the main differences between descriptive and experimental research designs.

- Q.3. Explain what sampling errors are and how they can be minimized.
- Q.4. Briefly explain the role of chi-square analysis in hypothesis testing.
- Q.5. Briefly discuss the purpose of scaling techniques in business research.
- Q.6. What are the main steps involved in report writing for business research?
- Q.7. What is the difference between primary and secondary data? Discuss the advantages and limitations of each.
- Q.8. Explain the concept of data interpretation. Why is interpretation crucial in business research analysis?
