

A-1390

Total Pages : 3

Roll No.

BBA-404

Bachelor of Business Administration (BBA)

Business Research Methods

Examination February, 2026

Time : 2:00 Hrs.

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. *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.

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(1)

P.T.O.

1. What is Decisional Research ? Explain the role of the decision- maker and researcher in the decision-making process.
2. Explain the concept of sampling and also explain the different types of probability and non-probability sampling methods.
3. What is data ? Explain the various types of secondary data sources ? Explain their merits and demerits.
4. Describe the Chi-square test and its uses in data analysis.
5. What are the essential components of a research report ? Explain their significance.

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. Distinguish between exploratory research, descriptive research, diagnostic research.
2. Distinguish between primary and secondary data.

3. Explain the importance of citing sources in a research report.
4. Describe the concept of ANOVA.
5. Write a short note on importance of research design.
6. Explain the concept of sampling along with its importance.
7. Explain the role of research objectives in guiding the research process.
8. What are the characteristics of a good research problem and its identification ?
