

A-754

Total Pages : 3

Roll No.

BBA-404

Bachelor of Business Administration (BBA)

(Business Research Methods)

4th Semester Examination, 2024 (June)

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.

A-754/BBA-404 (1)

P.T.O.

1. Define decisional research and outline its scope. Describe the role of the decision-maker in this research.
2. Discuss the process of data collection in research, highlighting the difference between secondary and primary data sources.
3. Explain the key aspects of data analysis in research, focusing on hypothesis testing and Chi-Square analysis.
4. Describe the components and format of a research-based report.
5. Discuss the significance of research design in decisional research and its impact on data analysis.

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. Explain the steps involved in decision research.
2. Define attitude scales and their role in research.

3. What is hypothesis testing in research ?
4. Explain non-probability sampling.
5. Explain data analysis and data interpretation.
6. Discuss the importance of data tabulation in research.
7. What are the key considerations when choosing statistical techniques for data analysis ?
8. Explain the importance of the final presentation in report writing.
