

A-0776

Total Pages : 4

Roll No.

BBA-404

Bachelor of Business Administration (BBA)

(Business Research Methods)

Examination, June 2025

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.

1. Elaborate on the differences between descriptive, exploratory, diagnostic, and experimental research designs. Provide examples of each in the context of business research.
2. What are attitude scales, and why are they important in business research ? Discuss the various types of attitude measurement scales and their application.
3. Explain the process of report writing in business research. How should one organize and present research-based reports effectively ?
4. A sampling study reveals that out of 1,200 sampled individuals, 700 were satisfied, and 500 were unsatisfied with a given service. Present these findings as percentages in your report.
5. Describe the basic considerations involved in selecting statistical techniques for data analysis. What factors influence the choice of statistical methods ?

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 decisional research and describe its scope.
2. Discuss the advantages and disadvantages of secondary data collection.
3. What is the difference between probability and non-probability sampling methods ?
4. Define hypothesis and the importance of hypothesis formulation in business research.
5. A researcher wants to determine the mean age of individuals in a region. They collect a random sample of 10 people and their ages are : 25, 30, 35, 40, 29, 31, 28, 32, 27, and 34. Calculate the mean age.
6. Write the significance of data interpretation in business research methods ?

7. Suppose a company wants to survey customer satisfaction for a new product. They decide to take a random sample of 150 customers from a total population of 10,000. Calculate the sampling fraction.
8. What are the ethical considerations involved in data collection for business research ?
