

Total No. of Questions : 09

Total No. of Pages : 02

BBA (Sem.-4)

BUSINESS RESEARCH METHODS

Subject Code : BBA-401-18

M.Code : 77423

Date of Examination : 05-07-22

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A is **COMPULSORY** consisting of **TEN** questions carrying **TWO** marks each.
2. **SECTIONS-B** consists of **FOUR** Sub-sections : Units-I, II, III & IV.
3. Each Sub-section contains **TWO** questions each, carrying **TEN** marks each.
4. Student has to attempt any **ONE** question from each Sub-section.

SECTION-A

1. Write short notes on the following :

- a) Management Research
- b) Research Design
- c) Random Sampling
- d) Primary Data
- e) Nominal Scale
- f) Questionnaire
- g) Coding of Data
- h) Report
- i) Variable
- j) Experiment



SECTION-B

UNIT-I

2. What are the components of sound research problem? Illustrate with examples.
3. How are research designs classified? What are distinguishing features of each design?

UNIT-II

4. Distinguish between random and Non-Random Sampling. Explain advantages and limitations of using sampling.
5. "Majority of research makes use of primary sources of data and secondary data sources do not really contribute to a scientific enquiry". Do you agree / disagree with this statement. Explain.

UNIT-III

6. Discuss with the help of examples four key levels of measurement. What are mathematical operations / statistical techniques are and are not permissible on data from each type of scale?
7. What is the difference between a questionnaire and a schedule? What are the steps involved in the questionnaire design?

UNIT-IV

8. Processing of data involves editing, coding, classifying and tabulating. Explain each of these steps by taking an appropriate research example.
9. What should be the detail structure of a research report? What are the elements of the structure defined by you?

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SECTION-A

1. Explain briefly :

- a) Outline scope of management research.
- b) Outline some of the limitations of research methodology process.
- c) What factors influence choice of research design?
- d) What is a hypothesis?
- e) What is a cross tab? Outline its utility.
- f) What is a cluster sampling?
- g) What is an observation method of data collection?
- h) What is a nominal scale? What data analysis can be done on a nominal scale?
- i) Outline a report format.
- j) What are open ended questions? When are they used in a questionnaire?

SECTION-B

UNIT-I

2. Discuss the research process while listing the factors which influence the process.
3. Discuss different types of experimental research designs. What are sources of experimental errors?

UNIT-II

4. What do you understand by data collection? Discuss some of the sources of data collection.
5. Differentiate between following :
 - a) Probability and non-probability sampling
 - b) Sampling and non-sampling error

UNIT-III

6. What is a measurement scale? Discuss different types of comparative and non-comparative scaling techniques.
7. Discuss the guidelines for a good questionnaire. Discuss different types of questionnaires.

UNIT-IV

8. What is the role of data editing and coding in the data analysis process? What are the things one is supposed to do during the process of data editing?
9. Discuss different types of research reports.

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SECTION-A

1. Explain briefly:

- a) What do you mean by the research design?
- b) What are schedules?
- c) Define Quota sampling.
- d) What are type I and type II errors?
- e) What do you mean by Descriptive research?
- f) What are questionnaires?
- g) Discuss the observation method of data collection.
- h) What are the limitations of sampling?
- i) What do you understand by nominal data?
- j) Discuss the steps in editing the data.

SECTION-B

UNIT-I

2. Discuss in detail the process of management research. Also, outline the importance of research in management decision-making.
3. Discuss the relationship between research problem and choice of research design. Differentiate between three types of research designs.

UNIT-II

4. What are the different types of sampling? Also, explain why probability sampling techniques are preferred over non-probability sampling techniques?
5. What do you mean by primary data? Enumerate the different methods of collecting the primary data with the help of the relevant example of each method.

UNIT-III

6. Discuss in detail the guideline of designing a questionnaire. Also discuss the various types of questionnaire.
7. Compare and contrast the various attitude measurement techniques. When will you use each of them? Discuss briefly.

UNIT-IV

8. Explain the significance of the research report. Also, explain the various steps involved in writing a research report.
9. 'Data processing is an intermediary stage of work between data collection and data analysis'. Explain the statement by enumerating the various operations involved in it.

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SECTION - A

1. Explain briefly :

- a) What do you mean by the applied research?
- b) What is the importance of a review of literature in research?
- c) What do you mean by multi-stage sampling?
- d) Discuss the characteristics of the good questionnaire.
- e) What do you mean by sampling errors?
- f) What do you mean by ratio scale?
- g) State the difference between the primary data and secondary data.
- h) What do you understand by cross-tabulation?
- i) What are the essentials of a good questionnaire?
- j) What are the Characteristics of a good research report?

SECTION - B

UNIT - I

2. What do you mean by business research? Explain the scope and importance of research in managerial planning and decision-making.
3. What is meant by Research Design? Explain in detail the research designs applied in exploratory design in detail.

UNIT - II

4. Discuss the difference between probability and non-probability sampling techniques. Discuss various types of probability sampling techniques in detail.
5. Define primary data. Examine the merits and limitations of the observation method in collecting data. Illustrate your answer with a suitable example.

UNIT - III

6. What are different types of questions which can be asked in a questionnaire? Outline the guidelines for developing a good questionnaire?
7. What are the classifications of measurement scales? Explain the meaning of each class with examples.

UNIT - IV

8. What are different types of research reports? Discuss the format of good research report.
9. What is data preparation? Describe in brief the importance of editing, coding, classification, tabulation and presentation of data in the context of a research study.

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