Support your opinion with relevant explanation.



#### UNIT - IV

- 8. What is the role of Hypothesis in a research? What characteristics define a good hypothesis?
- 9. What is Research? Discuss in detail the process of writing a research report.

Roll No. ....

## 57533

# BBA (4th Semester) (N.S.-2014-17) Examination- May, 2016 BUSINESS RESEARCH METHODS

#### **BBAN-403**

Time: 3 hours

Max. Marks: 80

Before answering the questions, candidates should ensure that they have been supplied the correct and complete question paper. No complaint in this regard will be entertained after the examination...

Note: Section-A is compulsory having eight short questions carrying 2 marks each. From Section-B, attempt any four questions selecting at least one from each Unit. All questions carry equal marks.

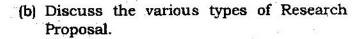
## SECTION - A

- 1. Answer briefly the following:
  - (a) Give comparison between deductive and inductive theory.

57533-3250-(P-4)(Q-9)(16) (4)

57533-3250-(P-4)(Q-9)(16)

[ Turn Over



- (c) Discuss the conditions for causality in casual design.
- (d) List the characteristics of good sample design.
- (e) What is the purpose of Sampling Frame?
- (f) Draw a mind map of different types of secondary data.
- (g) Define correlation and regression.
- (h) Discuss the types of non-parametric tests.

#### SECTION - B

#### UNIT - I

- 2. Explain in detail the concept of managerial value of Business Research.
- 3. What is the importance of Research Methodology in Social Science Research? Critically enumerate the status of Research activities in India.

### 57533-3250-(P-4)(Q-9)(16) (2)

#### UNIT - II

- 4. How are Factorial Design superior to other statistical experimental design ?
- 5. Differentiate between:
  - (a) Measurement and Scaling
  - (b) Categorical scale and Comparative scaling
  - (c) Validity and Reliability
  - (d) Graphic rating scale and Itemised rating scale.

#### UNIT-III

- 6. Which is the least expensive and least time consuming method to drawing a sample? What drawbacks are associated with these techniques?
- 7. "Questionnaire introduces relatively less bias than an interview. "Do you agree or disagree?

(3)

57533-3250-(P-4)(Q-9)(16)

[ Turn Over