

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.

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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.

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- (b) Discuss the various types of Research Proposal.
- (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.

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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 ?

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