

Roll No.

57533

BBA 4th Semester (N. S.) 2014-17

Examination – May, 2019

BUSINESS RESEARCH METHODS

Paper : BBAN-303

Time : Three Hours] [Maximum Marks : 80

Before answering the questions candidates should ensure that they have been supplied the correct and complete question paper. No

Note : Attempt *compulsory* Question No. 1 from Section – A and *four* question from Section – B (*one* question from each Unit). All questions carry equal marks.

SECTION – A

1. Write a short notes on the following :

- (a) Deductive Theory
- (b) Questionnaire Designing
- (c) Importance of Problem Definition
- (d) Concept and Preposition

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- (e) Nature of Descriptive Analysis
- (f) Determination of Sample Size
- (g) Issues in Construction Design
- (h) Null and Alternative Hypothesis

SECTION – B

UNIT – I

- 2. Discuss the types of Research Proposal and also elaborates its structure ?
- 3. Discuss in detail the process of management research ? Outline different types of research ?

UNIT – II

- 4. Discuss in detail various types of research designs ? What are the factors which influence the choice of research design ?
- 5. What are the Functions of Measurement ? Give the measurement process. What are the different types of scales ?

UNIT – III

- 6. Differentiate between the following :
 - (a) Primary and secondary sources of data.
 - (b) Observation and survey methods.

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7. What are different types of questions which can be asked in a questionnaire ? Outline the guidelines for developing a good questionnaire ?

UNIT – IV

8. What is the difference between editing and coding of data ? Does a researcher need to perform both or one of the two before performing data analysis ?
9. What are different types of research reports ? Discuss the format of or good research report ?