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**57533**

**BBA 4th Semester (N.S.) (Re-appear)**

**Examination – October, 2020**

**BUSINESS RESEARCH METHODS**

**Paper : BBAN-403**

*Time : 1.45 Hours ]*

*[ Maximum 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 examination.*

**Note :** Attempt any **three** questions. All questions carry equal marks.

1. Write brief notes on the following :

- (a) Business research
- (b) Hypothesis : Meaning and types
- (c) Research design
- (d) Ratio scale

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P. T. O.

- (e) Non-probability sampling
- (f) Difference between questionnaire and schedule
- (g) Uni-variate analysis
- (h) Bibliography
2. Discuss the motives for and types of research. What are the essentials of a good research ?
3. Using suitable examples, differentiate between :
- (i) Concepts and Constructs
- (ii) Proposition and Hypothesis and
- (iii) Deductive and inductive theory.
- What is their usefulness in research ?
4. Explain the meaning and features of experimental research study. Describe the various research designs used in it.
5. How are the reliability and validity of a scale tested ? Which steps are involved in designing Likert Scale ?
6. Describe the procedure of selecting a random sample using :
- (i) Lottery method and
- (ii) Systematic sampling method.

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7. Write notes on :
- (i) Factors affecting sample size
- (ii) Interview method
8. Write a detailed note on the types and ingredients of research reports.
9. Write notes on :
- (i) Various averages used in research
- (ii) Bi-variate analysis
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