

Roll No.

57533

**BBA 4th Semester (N. S.) 2014-17
Examination – July, 2022**

BUSINESS RESEARCH METHODS

Paper : BBAN-403

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 complaint in this regard, will be entertained after examination.

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

SECTION – A

1. Discuss the following :

- (a) Research Variables
- (b) Hypothesis
- (c) Measurement scales
- (d) Research Design
- (e) Questionnaire

(f) Sample Size

(g) Techniques of Data Analysis

(h) Relevance of Research reports in businesses

SECTION – B

UNIT – I

2. What is the business research report ? Explain the steps involved in conducting business research.

3. Discuss the following :

(a) Deductive Theory

(b) Importance of defining a problem

UNIT – II

4. What is the research design ? Explain the elements.

5. What is the Exploratory Research ? What is the special circumstances in which we have to conduct exploratory research ?

UNIT – III

6. Discuss the following :

(a) Primary Data

(b) Determination of Sample Size

7. Prepare a questionnaire for students (target population) to understand the effectiveness of online classes for your research project. The questions should be limited to 15 questions.

UNIT – IV

8. Discuss the different types of research reports. What are the ingredients of research report.
9. Discuss the following :
- (a) Uni-variate tests
 - (b) Descriptive Analysis