

57533

BBA 4th Semester (NS) 2014-17

Examination, May-2023

**BUSINESS RESEARCH METHODS**

**Paper-BBAN-403**

Time allowed : 3 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 the examination.

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

**Section-A**

I. Short questions :

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- (a) Define Sampling
- (b) Define problem statement
- (c) Methods of primary data collection
- (d) Determination of sample size
- (e) Parametric tests
- (f) Type of Hypothesis
- (g) Limitations of sampling method
- (h) Ratio Scale

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**Section-B****Unit-I**

2. Explain Research process steps in detail with an example.
3. Explain the importance of problem definition and its process.

**Unit-II**

4. What is research design ? Explain its various types.
5. What is scaling ? Explain four Basic measurement scales.

**Section-C****Unit-III**

6. Discuss the following :
  - (a) Sample size determination
  - (b) Sources of secondary data collection
7. Explain the interview method of data collection. Explain types of interviews and various advantages and limitations of this method.

**Unit-IV**

8. What are the ingredients of research report ? Discuss different types of research reports.
9. What is data processing ? Explain its operations in detail such as validation, Editing, Coding, Cleaning etc.