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Total No. of Pages: 02

Total No. of Questions: 09

BBA (Sem. – 4)
BUSINESS RESEARCH METHODS
Subject Code: BBA-401-18
M Code: 77423
Date of Examination: 13-12-2022

Time: 3 Hrs.

Max. Marks: 60

INSTRUCTIONS TO CANDIDATES:

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTIONS-B consists of FOUR Sub-sections : UNITS-I, II, III & IV. Each Sub-section contains TWO questions each, carrying TEN marks each.
3. Students have to attempt any ONE question from each Sub-section.

SECTION-A

1. Explain:
 - a) Research process
 - b) Need for research methodology
 - c) Experimental errors
 - d) Sampling
 - e) Secondary data
 - f) Survey methods
 - g) Ordinal data
 - h) Non-Comparative scaling
 - i) Cross tabulation
 - j) Data coding

SECTION-B

UNIT-I

2. Define research methodology? What are its scope and objectives?
3. Explain exploratory and descriptive research designs.

UNIT-II

4. Describe the probability sampling methods.
5. Explain the role of surveys in data collection.

UNIT-III

6. Using suitable examples, explain nominal and interval measurement.
7. Describe the key issues to be addressed in the questionnaire design.

UNIT-IV

8. Take a suitable example to explain the editing and coding of data using MS Excel.
9. Explain the guidelines for writing a report.

NOTE : Disclosure of Identity by writing Mobile No. or Marking of passing request on any paper of Answer Sheet will lead to UMC against the Student.