



Roll No.

Total No. of Pages : 02

Total No. of Questions : 18

BBA (2018 Batch) (Sem.-4)

BUSINESS RESEARCH METHODS

Subject Code : BBA-401-18

M.Code : 77423

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.
3. Each Sub-section contains TWO questions each, carrying TEN marks each.
4. Students have to attempt any ONE question from each Sub-section.

SECTION-A

Explain briefly :

1. Problem Identification
2. Need for Research Methodology
3. Maturation of Test Units
4. Sampling Frame
5. Primary data
6. Observation methods
7. Nominal data
8. Comparative scaling
9. Cross tabulation
10. Types of research reports



SECTION-B

UNIT-I

11. Explain the research process using suitable example.
12. Explain the factors affecting choice of research designs.

UNIT-II

13. Describe the probability sampling techniques explaining the advantages and disadvantages of each method.
14. Explain sampling and non sampling errors.

UNIT-III

15. Describe the comparative scaling techniques.
16. State the guidelines for developing a good questionnaire.

UNIT-IV

17. Explain the application of cross tabulation using MS-Excel.
18. Describe the format of a report. What are the guidelines for writing a good report?

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