

Roll No.

57034

**B.B.A. 4th Semester
(N.S.) 2011-2014**

Examination-May, 2015

Business Research Methods

Paper-Bba-404

Time : 3 hours

Max. 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 : The question paper is divided in two sections. The Section-A comprising 8 small answer type questions (2 marks each) which is **compulsory**. Section-B contains 8 questions in 4 units (2 questions from each unit). The students are required to attempt **four** questions selecting **one** question from each unit.

57034-4000-(P-3)(Q-9)(15)

(1)

[Turn Over

Section-A

1. Short Answer Type Questions :

- (a) Enlist different ingredients of a research report.
- (b) What are the various types of reliability?
- (c) What are research objectives ?
- (d) Define scaling.
- (e) Define sample size.
- (f) What are sources of secondary data ?
- (g) What is meant by coding ?
- (h) Define cluster analysis.

Section-B

Unit-I

2. Explain the stages involved in research process.
3. Discuss in detail about different ingredients of research proposal.

57034-4000-(P-3)(Q-9)(15)

(2)

Unit-II

4. Explain the various types of measurements. What are the various types of scales and their importance? Discuss.
5. Make a comparison between descriptive and experimental research design.

Unit-III

6. Explain the procedure involved in construction of a questionnaire.
7. Discuss various sampling techniques.

Unit-IV

8. Explain data analysis and differentiate univariant and divariant tests of statistical significance.
 9. Give an account on the contents of a research report.
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