

Roll No. ....

**57034**

**B.B.A. 4th Semester**

**(N.S.) 2011-14**

**Examination-May, 2013**

**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 :** Attempt **five** questions in all. Q. No. 1 Section-A is **compulsory**. From section-B, attempt **four** questions **one** question from each unit. All questions carry equal marks.

**Section-A**

1. (a) How does research help in business ?
- (b) What is a component ? What is its utility?

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(1)

[ Turn Over

- (c) Highlight the significance of research design in research.
- (d) What is causality ? Illustrate it.
- (e) What are the advantages and disadvantages of sampling ?
- (f) Explain and illustrate open ended questions.
- (g) Why should data be analyzed ?
- (h) Define foot notes. What purpose do they serve ?

**Section-B**

**Unit-I**

2. What are the features of business research ? How is it different from pure research ? What are the steps involved in business research ?
3. What is a research proposal ? How and why is it developed ? Explain and illustrate.

**Unit-II**

4. Discuss the nature and significance of research design. What are the features of research design for a descriptive study ?
5. Highlight the necessary conditions for making causal inferences. What are the

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major differences between pre-experimental and quasi-experimental designs ?

### **Unit-III**

6. What is probability sampling ? why is it considered better than non-probability sampling ? Discuss the procedure, advantages and disadvantages of lottery method. <http://www.HaryanaPapers.com>
7. You are asked to conduct a study on. "Problems faced by female commuters on local trains." Design a suitable questionnaire for this problem. What are the major limitations of questionnaire method ?

### **Unit-IV**

8. Discuss the stages involved in data analysis. Generally, which statistical tools are used for data analysis ?
9. Write notes on :
  - (a) Oral presentation
  - (b) Bibliography
  - (c) Graphical and diagrammatic presentation