

one of the five is the most preferred one so that it can be introduced in the market. A random sample of 400 consumers reveals the following :

Package colour preference by Consumer	
Red	70
Blue	106
Green	80
Pink	70
Orange	74
<b>Total</b>	<b>400</b>

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**57533**

**B.B.A. 4th Semester  
(N.S.) 2014-2017**

**Examination- May, 2017**

**Business Research Methods**

**Paper-BBAN-403**

**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, selecting **one** question from each unit. Question no. 1 is **compulsory**. All questions carry equal marks.

**SECTION-A**

1. Explain the following in brief : [2×8 =16]

- (a) What is hypothesis ?
- (b) Define deductive theory.
- (c) Describe dependent variables.
- (d) Define semantic differential scale.
- (e) Give formula of sample size determination.
- (f) Define field editing.
- (g) What is level of significance?
- (h) Give different names of research report.

### SECTION-B

#### UNIT-I

- 2. What do you mean by Research? Explain its significance for business in modern times.
- 3. Discuss the different types of Research? Fully explain.

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#### UNIT-II

- 4. Define Research design and outline briefly its different components.
- 5. Discuss the Scale construction techniques.

#### UNIT-III

- 6. What is the Sampling? Distinguish between the probability and non-probability sampling.
- 7. How can you collect primary data for your research? Explain it.

#### UNIT-IV

- 8. What is Research report? Narrate the various steps involved in writing such a report.
- 9. Assume that a marketing manager wishes to compare five different colours of package design. He is interested in knowing which

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[ Turn Over