

Roll No.

57533

**BBA 4th Semester (N. S.) 2014-17
Examination – April, 2018**

BUSINESS RESEARCH METHODS

Paper : BBAN - 403

Time : Three Hours]

[Maximum 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 examination.

*Note : All questions of Section – A are compulsory.
Attempt any four questions from Section – B,
selecting at least one question from each Unit.*

SECTION – A

1. Explain in brief :

- (i) Rational hypothesis.
- (ii) Objectives of research proposal.

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- (iii) Systematic sampling.
- (iv) Experimental design.
- (v) Methods of collecting primary data.
- (vi) Bi-variate test.
- (vii) Techniques of data analysis.
- (viii) Uses of a good research report.

SECTION - B

UNIT - I

2. What is business research ? Explain the various steps involved in the research process.
3. Describe research proposal. Discuss the types and ingredients of research proposal.

UNIT - II

4. What is research design ? Discuss the classification and elements of research design.
5. What are the different methods of scale construction ? Discuss the reliability and validity of each methods.

UNIT - III

6. Explain sampling procedure. Discuss the methods of sample size determination.
7. Prepare a questionnaire limited to 16 questions to conduct a survey.

UNIT - IV

8. Define descriptive analysis. Explain nature and types of descriptive analysis.
9. Prepare a list of ten points as guidance for writing a research report.