

Roll No.

57533

BBA 4th Semester (N.S.) (Re-appear)

Examination – October, 2020

BUSINESS RESEARCH METHODS

Paper : BBAN-403

Time : 1.45 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: Attempt any **three** questions. All questions carry equal marks.

1. Write brief notes on the following :

- (a) Business research
- (b) Hypothesis : Meaning and types
- (c) Research design
- (d) Ratio scale

- (e) Non-probability sampling
 - (f) Difference between questionnaire and schedule
 - (g) Uni-variate analysis
 - (h) Bibliography
2. Discuss the motives for and types of research. What are the essentials of a good research ?
3. Using suitable examples, differentiate between :
- (i) Concepts and Constructs
 - (ii) Proposition and Hypothesis and
 - (iii) Deductive and Inductive theory.
- What is their usefulness in research ?
4. Explain the meaning and features of experimental research study. Describe the various research designs used in it.
5. How are the reliability and validity of a scale tested ? Which steps are involved in designing Likert Scale ?
6. Describe the procedure of selecting a random sample using :
- (i) Lottery method and
 - (ii) Systematic sampling method.

7. Write notes on :
- (i) Factors affecting sample size
 - (ii) Interview method
8. Write a detailed note on the types and ingredients of research reports.
9. Write notes on :
- (i) Various averages used in research
 - (ii) Bi-variate analysis
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