(i) Printed Pages : 3   Roll No. ....

(ii) Questions   : 9   ·Sub. Code : | 0 | 8 | 9 | 4 |

                            Exam. Code : | 0 | 0 | 2 | 4 |

Bachelor of Business Administration 4ᵗʰ Semester
1046
BUSINESS RESEARCH METHODS
Paper : BBA–223

Time Allowed : Three Hours]   **[Maximum Marks : 80**

Note : (i)   Section–A is compulsory. Attempt any **four** questions. Each
             question carries 2 marks in Section A.

        (ii) From Sections B and C **two** questions each are compulsory.
             Each question carries 15 marks.

SECTION–A

I.   (i)   What is it important to define research problem
          appropriately ?

     (ii) "For any research to be successful it must be well designed".
          Justify this statement.

     (iii) What is the criteria for evaluating the quality of secondary
          data ? Differentiate between internal and external secondary
          data.

     (iv) "Scaling describes the procedure by which numbers are
          assigned to various degrees of opinion, attitude and other
          concepts". Discuss.

(v) Why would a researcher want to use multivariate analysis rather than univariate or bivariate ?

(vi) What characteristics must it possess in order to be a good research hypothesis ?

SECTION–B

II. How does primary data differ from secondary data ? Discuss advantages and disadvantages of various methods of primary data collection.

III. What are the major decisions involved in constructing an itemized rating scale ? What is a semantic differential scale ? For what purpose is this scale used ? What are the differences between staple scale and the semantic deferential ? Which scale is more popular ?

IV. Explain the difference between collection of data through questionnaire and schedules. Design a Questionnaire to study Customer's Satisfaction towards services provided by State Bank of India. (Make necessary assumptions).

V. Write short notes on :

(a) Exploratory and descriptive research.

(b) Ethics in business research.

(c) Qualitative and quantitative research.

SECTION–C

VI. Discuss various steps in the procedure of testing hypothesis.

VII. Explain the characteristics of a good research report. Explain the layout of research report.

VIII. Write short notes on :

    (i)   Chi-square test

    (ii)   t-test.

IX. Distinguish between :

    (a)   Restricted and unrestricted sampling

    (b)   Convenience and purposive sampling

    (c)   Systematic and stratified sampling

    (d)   Cluster and area sampling.