

**57533**

**BBA 4th Semester (N. S.) 2014-17  
Examination – July, 2022**

**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 :** Section-A (Question No. 1) is *compulsory*. Attempt *one* question from each Unit in Section-B. All questions carry equal marks.

**SECTION – A**

**1. Discuss the following :**

- (a) Research Variables
- (b) Hypothesis
- (c) Measurement scales
- (d) Research Design
- (e) Questionnaire

- (f) Sample Size
- (g) Techniques of Data Analysis
- (h) Relevance of Research reports in businesses

**SECTION – B**

**UNIT – I**

**2.** What is the business research report ? Explain the steps involved in conducting business research.

**3.** Discuss the following :

- (a) Deductive Theory
- (b) Importance of defining a problem

**UNIT – II**

**4.** What is the research design ? Explain the elements.

**5.** What is the Exploratory Research ? What is the special circumstances in which we have to conduct exploratory research ?

**UNIT – III**

**6.** Discuss the following :

- (a) Primary Data
- (b) Determination of Sample Size

7. Prepare a questionnaire for students (target population) to understand the effectiveness of online classes for your research project. The questions should be limited to 15 questions.

#### **UNIT – IV**

8. Discuss the different types of research reports. What are the ingredients of research report.
9. Discuss the following :
- (a) Uni-variate tests
  - (b) Descriptive Analysis.

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