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BBA 4th Semester (NS) 2014-17

Examination, May-2023

**BUSINESS RESEARCH METHODS**

**Paper-BBAN-403**

*Time allowed : 3 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 the examination.

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

**Section-A**

1. Short questions : 16
- Define Sampling
  - Define problem statement
  - Methods of primary data collection
  - Determination of sample size
  - Parametric tests
  - Type of Hypothesis
  - Limitations of sampling method
  - Ratio Scale

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**Section-B**

**Unit-I**

- Explain Research process steps in detail with an example.
- Explain the importance of problem definition and its process.

**Unit-II**

- What is research design ? Explain its various types.
- What is scaling ? Explain four Basic measurement scales.

**Section-C**

**Unit-III**

- Discuss the following :
  - Sample size determination
  - Sources of secondary data collection
- Explain the interview method of data collection. Explain types of interviews and various advantages and limitations of this method.

**Unit-IV**

- What are the ingredients of research report ? Discuss different types of research reports.
- What is data processing ? Explain its operations in detail such as validation, Editing, Coding, Cleaning etc.