

9764

**B.B.A. LL.B. (Hons.) 4th Semester 5 Year Course  
(wef May 2018) Examination, May-2018**

**BUSINESS RESEARCH METHODOLOGY**

**Paper-404- A**

***Time allowed : 3 hours]***

***[Maximum marks : 80***

***Note : Attempt four questions from Section-A (one question from each unit and each question of 14 marks) and one compulsory question ( Q. No. 9 of Section-B of 8 short answer questions each of 3 marks).***

**Section-A**

***Unit-1***

1. What are the motives for research ? How is a problem identified in research ?
2. What is a research proposal ? What purpose does it serve ? What are the ingredients of a research proposal?

***Unit-II***

3. Which information is provided by a research design ? Briefly discuss its classifications.
4. Differentiate between single-item and multiple-item scales. Discuss various multiple-item scales used in research.

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**[P.T.O.]**

**Unit-III**

5. Using suitable examples, explain and illustrate lottery method and systematic sampling method for selecting a random sample. How is the sample size determined ?
6. Why do a number of researchers use questionnaire method for data collection ? Which factors should be considered while designing a questionnaire ?

**Unit-IV**

7. Discuss the meaning and types of research reports. Why are they prepared ? Which stages are involved in preparing a research report ?
8. Write notes on :
  - (a) Descriptive analysis
  - (b) Bivariate analysis.

**Section-B**

9. Briefly describe the following :
  - (a) Proposition and hypothesis
  - (b) Importance of problem definition

- (c) Latin Square design.
- (d) Validity and reliability of a scale
- (e) Quota sampling method
- (f) Difference between questionnaire and schedule.
- (g) Significance of correlation in a research
- (h) Oral presentation.