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Total No. of Pages : 01

Total No. of Questions : 08

BBA (Sem.-4)
BUSINESS RESEARCH METHODS
Subject Code : BBA-401-18
M.Code : 77423
Date of Examination : 16-06-21

Time : 2 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. Attempt any FIVE question(s), each question carries 12 marks.

1. *“In many organisations management is not convinced about the utility of research and regards it as an unnecessary wasteful activity”*. Comment on this statement explaining the objectives of research and its significance. Also define its process .
2. *“Research design is the planned sequence of the entire process involved in conducting a research study”*. Discuss the statement.
3. Explain the situation and the method for drawing a stratified random sample and systematic sample with an example in detail.
4. Which are the situations in which Observation method of data collection should be used and in which interview method is preferable? Elaborate with an example.
5. *“Measurement of opinions, attitudes, feelings require scales”*. Do you agree? Comment, explaining different types of scales with examples
6. Make a specimen questionnaire with 10-12 questions on *“Consumer Attitude towards Online Shopping”* (Including closed ended, open ended and likert scale questions).
7. Which type of report is suitable for research in social sciences? Explain its format in detail.
8. *“Data processing and preparation assist in data reduction and increased data accuracy”*. Comment explaining the steps in it and their advantages.

Note: Any student found attempting answer sheet from any other person(s), using incriminating material or involved in any wrong activity reported by evaluator shall be treated under UMC provisions.

Student found sharing the question paper(s)/answer sheet on digital media or with any other person or any organization/institution shall also be treated under UMC.

Any student found making any change/addition/modification in contents of scanned copy of answer sheet and original answer sheet, shall be covered under UMC provisions.