

H

Roll No.

BBA-402

B. B. A. (FOURTH SEMESTER) MID SEMESTER EXAMINATION, April/May, 2022

BUSINESS RESEARCH

Time : 1½ Hours

Maximum Marks : 50

Note : (i) Answer all the questions by choosing any *one* of the sub-questions.

(ii) Each question carries 10 marks.

1. (a) What do you mean by research ? Write its importance in solving business problems.

10 Marks (CO1)

OR

(b) Briefly describe the various steps involved in a business research process.

10 Marks (CO1)

P. T. O.

(2)

BBA-402

2. (a) What do you mean by review of literature ? Write its importance in research. 10 Marks (CO1)

OR

- (b) Define Marketing Information System. Highlight the value of Information in business decision making. 10 Marks (CO1)

3. (a) Distinguish between Qualitative and Quantitative Research. 10 Marks (CO1)

OR

- (b) What do you mean by research design ? Write characteristics of a good research design. 10 Marks (CO1)

4. (a) What do you mean by sampling ? Write its advantages and disadvantages.

10 Marks (CO2)

OR

- (b) Differentiate between sampling and non-sampling errors with examples.

10 Marks (CO2)

(3)

5. (a) Write advantages and disadvantages of convenience sampling. 10 Marks (CO2)

OR

- (b) What are the basic differences between Nominal and Interval scale ? Explain with examples. 10 Marks (CO2)

BBA-402

600