

(4)

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(b) Write features of a good research report.  
What are the various ethical issues related  
to good and ethical research report  
writing? (CO5)

(c) Elaborate the various steps that are needed  
to be considered for ensuring a proper  
evaluation of research report. (CO5)

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**BBA-402**

**B. B. A. (FOURTH SEMESTER)  
END SEMESTER EXAMINATION,**

**June, 2023**

**BUSINESS RESEARCH**

**Time : Three Hours**

**Maximum Marks : 100**

**Note :** (i) All questions are compulsory.

(ii) Answer any *two* sub-questions among  
(a), (b) and (c) in each main question.

(iii) Total marks in each main question are  
**twenty.**

(iv) Each sub-question carries 10 marks.

1. (a) Define business research. Also outline the  
importance and aims of business research.

(CO1)

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(2)

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- (b) Write down the importance of Value of Information in Decision-Making in businesses with respect to business research. (CO1)
- (c) Explain the types of research design. Also write a note on the procedure for conducting qualitative research. (CO1)
2. (a) Write a detailed note on the importance of Sampling distribution with special reference to sampling design. (CO2)
- (b) Give your opinion on the difficulty of attitude measurement. Also suggest ways and means to overcome them. (CO2)
- (c) List out the difference between stratified sampling and quota sampling. Give business examples to support your answer. (CO2)

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3. (a) What is secondary data and what are its sources ? Also write a note on how is it different from primary data. (CO3)
- (b) What points a researcher should consider in construction of a good questionnaire ? (CO3)
- (c) Explain different types of interview methods of data collection and their advantages. (CO3)
4. (a) What are Type I and Type II errors in hypothesis testing and how do understanding these errors demonstrate the application and analysis of statistical techniques in business research ? (CO4)
- (b) Discuss the importance of factor analysis and also write about the merits of it in business research. (CO4)
- (c) Describe cluster analysis. Also list out the various steps involved in it. (CO4)
5. (a) Describe, in brief, the layout of a research report, covering all relevant points. (CO5)

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