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## BBA-402

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

June/July, 2022

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) Discuss in detail the steps in the process of research. (CO1)

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- (b) Define research design and explain the different types of research design. (CO1)
- (c) Write short notes on the following : (CO1)
  - (i) Applications of research
  - (ii) Review of literature
- 2. (a) Discuss the different types of sampling techniques. (CO2)
- (b) Explain the different types of scales. (CO2)
- (c) Write short notes on the following : (CO2)
  - (i) Advantages and limitations of sampling
  - (ii) Applications of scaling in research
- 3. (a) Write short notes on the following : (CO3)
  - (i) Sources of secondary data
  - (ii) Observation
- (b) Discuss the different points to be taken care of while designing the questionnaire. (CO3)
- (c) Write short notes on the following : (CO3)
  - (i) Data Editing
  - (ii) Tabulation

(3)

- 4. (a) Discuss the procedure of hypothesis testing. (CO4)
- (b) Explain multiple regression and discuss its applications in business with examples. (CO4)
- (c) Write short notes on the following : (CO4)
  - (i) Univariate analysis
  - (ii) Factor analysis
- 5. (a) Discuss the different guidelines to be taken care of while writing a report. (CO5)
- (b) Discuss in detail the different contents of the report. (CO5)
- (c) Write short notes on the following : (CO5)
  - (i) Types of research reports
  - (ii) Evaluation of research report

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