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Roll No.

BBA-402

**B. B. A. (FOURTH SEMESTER)
MID SEMESTER EXAMINATION, 2021**

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) Highlight the importance of conducting Research for a business organization with examples. 10 Marks (CO1)

OR

- (b) Enlist the series of steps necessary to effectively Carry out a research process.

10 Marks (CO1)

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2. (a) What are the different aspects that need to be kept in mind while choosing a research design ? 10 Marks (CO1)

OR

- (b) Discuss the different types of Research. 10 Marks (CO1)

3. (a) Write a short note on 'Value of information in decision making'.

10 Marks (CO1)

OR

- (b) What is Marketing information System ? 10 Marks (CO1)

4. (a) What are the various types of Measurement Scales ? 10 Marks (CO2)

OR

- (b) Discuss the different types of Sampling. 10 Marks (CO2)

5. (a) Describe the sampling process. 10 Marks (CO2)

(3)

OR

- (b) What are the characteristics of a good sample design ? Discuss the advantages and disadvantages of sampling.

10 Marks (CO2)

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