

H

Roll No.

BBA-402

B. B. A. (FOURTH SEMESTER) MID SEMESTER

EXAMINATION, April, 2023

BUSINESS RESEARCH

Time : 1½ Hours

Maximum Marks : 50

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

(ii) Each sub-question carries 10 marks.

1. (a) Explain the value of information in a research study. In which step of research information is collected and why ? (CO1)

OR

- (b) Explain different steps involved in research process. (CO1)
2. (a) Illustrate the different sources of experimental errors. (CO2)

P. T. O.

(2)

BBA-402

OR

(b) Chart the sampling methods with their utility in collection of data. (CO2)

3. (a) Differentiate between different types of sample design. Compare the advantages of each design over other. (CO3)

OR

(b) Analyze the attitude measurement scale with difficulties it has in measurement.

(CO3)

4. (a) Evaluate the concept of measurement of central tendency while elaborating the characteristics and applicability of all measures. (CO4)

OR

(b) "A well-defined research problem is half work done." Assess the statement and defend your answer using appropriate example. (CO4)

(3)

5. (a) "You want to establish a unit of Dominos in your locality, for which you are looking for getting customer feedback." Write steps to collect the feedback from the customers. (CO5)

OR

- (b) "You are the owner of a retail shop and found that customer foot fall has down because of new Mall open in your locality. You want to fill the gap created due to the new opening of mall." Draft the research steps along with the research title, objectives, sampling method and research design. (CO5)

BBA-402

800