

(Please write your Exam Roll No.)

# END TERM EXAMINATION

THIRD SEMESTER [BBA] JANUARY-FEBRUARY 2023

Subject: Business Research Methodology

Maximum Marks: 75

Paper Code: BBA 211

Time: 3 Hours

Note: Attempt five questions in all including Q.No. 1 which is compulsory. Select one question from each unit. All questions carry equal marks.

## SECTION A

Q1. Answer the following:-

- Distinguish between Reliability and Validity.
- What are mediating variables in research? How these are different from moderating variables?
- What do you understand by research problem formulation?
- How is the sample size computed for primary data calculation in business research?
- What is the meaning of citation? Mention the names of any 3 citation styles.

## SECTION B

### UNIT-I

- Q2. What are the tenets of good business research? Also give a taxonomy of various types of business research. Which one is more appropriate in context of business and why?
- Q3. What is a research design? Why is it referred to as the heart and soul of research?

### UNIT-II

- Q4. Explain different methods of data collection used in business research. Also distinguish between qualitative and quantitative data.
- Q5. What is a longitudinal study? When is it used? Give examples to elucidate.

### UNIT-III

- Q6. NRF tyres manufacturing company claims that the average life of its car tyres is 70000 kms. A sample of 10 customers has provided following details:

Customer No.	Life of Car Tyres (in Kms.)
1	65000
2	74000
3	82000
4	78000
5	54000
6	60000
7	70000
8	77000
9	74000
10	61000

Ascertain whether the claim made by the company is correct using appropriate method.

P.T.O.

**[-2-]**

- (Q7) What is the importance of a questionnaire in data collection? Discuss the guidelines used to formulate an effective questionnaire.

**UNIT-IV**

- (Q8) What are the essentials of a good research report? Why is it prepared?
- Q9. What is the importance of ethics in research? What are the various issues of research in context of business research? Give examples to prove your point.

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