



**Term Evaluation (Even) Semester Examination March 2025**

Roll no.....

Name of the Course: BBA  
Semester: IV  
Name of the Paper: Business Research  
Paper Code: BBA 404  
Time: 1.5 hour

**Maximum Marks: 50**

**Note:**

- (i) Answer all the questions by choosing any one of the sub-questions
- (ii) Each question carries 10 marks.

Q1. (10 Marks)

a.

What do you mean by research? Explain its significance in managerial decisions. [CO1]

OR

b.

How would you differentiate between simple random sampling and complex random sampling designs? Explain clearly giving examples. [CO2]

Q2. (10 Marks)

a.

What do you mean by 'Sample Design'? What points should be taken into consideration by a researcher in developing a sample design for this research project. [CO3]

OR

b.

What is research design? Explain the meaning and significance of a Research design. [CO3]

Q3. (10 Marks)

a.

Describe the different types of research. Draw necessary charts. [CO1]

OR

b.

Describe fully the techniques of defining a research problem. [CO3]

Q4. (10 Marks)

a.

"Creative management, whether in public administration or private industry, depends on methods of inquiry that maintain objectivity, clarity, accuracy and consistency". Discuss this statement and examine the significance of research. [CO2]

OR

b.

"Research is much concerned with proper fact finding, analysis and evaluation." Do you agree with this statement? Give reasons in support of your answer. [CO2]

Q5. (10 Marks)

a.

Describe fully the components of a research problem. [CO2]

OR

b.

"The task of defining the research problem often follows a sequential pattern". Explain. [CO3]