



End Term (Even) Semester Examination May-June 2025

Roll no.....

Name of the Program and semester: BBA IVth Sem

Name of the Course: Business Research

Course Code: BBA 404

Time: 3 hour

Maximum Marks: 100

Note:

- All the questions are compulsory.
- Answer any two sub questions from a, b and c in each main question.
- Total marks for each question is 20 (twenty).
- Each sub-question carries 10 marks.

Q1.

(2X10=20 Marks)

- Define business research. Briefly describe the different steps involved in a research process? (CO1)
- "Describe the key steps involved in defining a research problem in business research. Why is clearly defining the research problem considered the most critical step in the research process? Provide examples to support your answer? (CO1)
- "Research design in exploratory studies must be flexible but in descriptive studies, it must minimize bias and maximize reliability." Interpret (CO2)

Q2. (2X10=20 Marks)

- Enumerate different methods of collecting primary data? Which one is the most suitable for conducting enquiry regarding family welfare programme in India? Explain its pros and cons? (CO3)
- Illustrate the key principles and factors that must be considered when constructing an effective questionnaire." (CO3)
- Demonstrate the key criteria for evaluating the quality of secondary data, and how do published and unpublished sources differ in research? (CO3)

Q3.

(2X10=20 Marks)

- Compare the methodological distinctions between probability-based and non-probability-based sampling techniques, and elucidate the various strategies employed in the extraction of random samples from a defined population? (CO2)
- "Scaling describes the procedures by which numbers are assigned to various degrees of opinion, attitude and other concepts." Discuss and briefly define different measurement scales? (CO3)
- Explain the different types of business research with suitable examples. (CO1)

Q4.

(2X10=20 Marks)

- Analyze the role of hypothesis testing in research? Explain the steps involved in hypothesis testing formulation of hypothesis to interpretation of results? (CO4)
- "It is only through interpretation the researcher can expose the relations and processes that underlie his findings" Justify this statement explaining the techniques of interpretation? (CO5)
- The table given below shows the data obtained during outbreak of smallpox:

	Attacked	Not Attacked	total
Vaccinated	31	469	500
Not Vaccinated	185	1315	1500
Total	216	1784	2000



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Test the effectiveness of vaccination in preventing the attack from smallpox. test your result at 5 per cent level of significance. (CO5) $\chi^2_{1(0.05)}=3.841$

Q5.

(2X10=20 Marks)

a. Write short notes on the following:

- (a) One tailed tests and Two-tailed tests
- (b) Hypothesis and its types
- (c) Type I and Type II Error (CO4)

b. "Report writing is more an art that is based upon practice and experience" Illustrate this statement and narrate the various steps involved in writing such a report? (CO4)

c. Memory capacity of 9 students was tested before and after training. Hypothesize at 5 percent level of significance whether the training was effective from the following scores:

Student	1	2	3	4	5	6	7	8	9
Before	10	15	9	3	7	12	16	17	4
After	12	17	8	5	6	11	18	20	3

Use paired t-test for your answer

$t_{8(0.05)}=-1.860$ (CO5)

Note For the question paper setters:

- Question paper should cover all the COs of the course.
- Please specify COs against each question.