



Code	Subject Title	Cr. Hrs	Semester
BBA-302	Business Research Methods	3	V
Year	Discipline		
3	Business Administration		

This course deals with the tools & techniques of scientific research methods & their application to business administration. Topics covered are formation of the problem & related hypotheses; development of research design; measurement of variables; data collection methods; sampling techniques; construction of questionnaires; interviewing techniques, analysis of data & its interpretation & writing of the research report



PAPER: Business Research Methods
Course Code: BBA-302

TIME ALLOWED: 30 mins.
MAX. MARKS: 10

Attempt this Paper on this Question Sheet only.

OBJECTIVE TYPE

Q 1. Chose the correct answer.

(10x1=10Marks)

1. If the instrument is measuring the same which it intends to measure then it is called?
A. Reliable
B. Valid
C. Replicable
D. Both A and C
2. A small scale exploratory research technique that uses sampling but does not apply rigorous standards and include information of a limited number of occurrences
A. Case study
B. Experience survey
C. Secondary data analysis
D. Pilot study
3. The studies in which the researcher study the phenomenon at more than one point in time
A. Cross sectional study
B. Longitudinal study
C. Panel study
D. Both B and C
4. The research done to solve current problem is called
A. Basic research
B. Reporting research
C. Applied research
D. Predictive research
5. Scale used to tap preferences between two or among more objects or times
A. Rating scale
B. Ranking scale
C. Ration scale
D. Likert scale
6. The type of reasoning in which researcher go from specific to general is
A. Deductive
B. Inductive
C. Deductive inductive
D. None
7. Sources of primary data collection are
A. Individuals, focus groups
B. Govt. publication, internet
C. Interviews, questionnaire survey
D. Both
8. The researcher has predetermined set of questions task from interviewee, this type of interview is called
A. Unstructured
B. Structured
C. Observational
D. Open ended
9. The questioning technique that starts from general and go towards more specific one is
A. Pyramid technique
B. Funneling technique
C. Unbiased technique
D. Rephrasing technique
10. The data which is not easily quantifiable is named as:
A. Quantitative
B. Qualitative
C. Numeric data
D. Facts and figures



UNIVERSITY OF THE PUNJAB

Fifth Semester 2017
Examination: B.S. 4 Years Programme

Roll No.

PAPER: Business Research Methods
Course Code: BBA-302

TIME ALLOWED: 2 hrs. & 30 mins.
MAX. MARKS: 50

Attempt this Paper on Separate Answer Sheet provided.

SUBJECTIVE TYPE

Short Questions

Q.2. Give short answer to the following questions. (10x2=20)

- i. Define scientific research.
- ii. Distinguish between reliability and validity.
- iii. Give a schematic diagram of the following statement and indicate different variable. "A promotion campaign brings increased saving by increasing motivation to save but the effect is more pronounced in small a/c savers"
- iv. What is meant by deductive reasoning?
- v. Write down two advantages and two disadvantages of external researcher.
- vi. differentiate between rating and ranking scales?
- vii. Explain the pyramid technique of questioning.
- viii, Why should a manager conduct research in business?
- ix, What is meant by unstructured interview?
- x. What do you know about operationalization of variables?

Long Questions

(10x3=30)

Q3, Write a detailed note on sampling and its types

Q4, Describe scientific research and briefly explain its hall marks.

Q5. Explain various types of data collection methods in research,



Attempt this Paper on this Question Sheet only.

OBJECTIVE TYPE

Q.No.1. Choose the correct answer.

(10x1= 10 Marks)

1. The research done to enhance existing body of knowledge is called
 - a) Basic research
 - b) Reporting research
 - c) Applied research
 - d) Predictive research
2. The degree of exactness or exactitude in scientific research is known as
 - a) Purposiveness
 - b) Rigour
 - c) Objectivity
 - d) Testability
3. The variable of primary interest to the study
 - a) Independent Variable
 - b) Dependent Variable
 - c) Criterion Variable
 - d) Both b and c
4. The studies in which the researcher study the phenomenon at more than one point in time
 - a) Cross sectional study
 - b) Longitudinal study
 - c) Panel study
 - d) Both b and c
5. The artificial study setting is known as
 - a) Artificial study
 - b) Contrived
 - c) Non-contrived
 - d) Both a and b
6. During analysis in SPSS the appropriate scale for "weight" and "speed" is
 - a) Nominal scale
 - b) Ratio scale
 - c) Ordinal scale
 - d) None of these
7. A scale that measures both the direction and intensity of the attributes of a concept
 - a) Staple scale
 - b) Dichotomous scale
 - c) Likert scale
 - d) Constant sum rating scale
8. A subset or subgroup of the population chosen for study
 - a) Subject
 - b) Sample
 - c) Population frame
 - d) Element
9. Which research paradigm is least concerned about generalizing its findings?
 - a) Quantitative research
 - b) Qualitative research
 - c) Mixed research
 - d) None of the above
10. Concurrent validity relates to
 - a) Content validity
 - b) Criterion-related validity
 - c) Construct validity
 - d) Contrast validity



UNIVERSITY OF THE PUNJAB

Fifth Semester 2018
Examination: B.S. 4 Years Programme

Roll No.

PAPER: Business Research Methods
Course Code: BBA-302

TIME ALLOWED: 2 hrs. & 30 mins.
MAX. MARKS: 50

Attempt this Paper on Separate Answer Sheet provided.

SUBJECTIVE TYPE

Q.No.2. Define the following Terms:

(10x2= 20)

- i. Define intervening variable?
- ii. What is test-retest reliability?
- iii. Define interval scale with the help of an example.
- iv. Differentiate between probability and non-probability sampling.
- v. Explain structured interview.
- vi. What is meant by deductive reasoning?
- vii. Write down two advantages and two disadvantages of internal researcher.
- viii. Explain funneling technique of questioning?
- ix. What is criterion related validity in research?
- x. Differentiate between confidence and precision.

Q.No.3. What is research process? With the help of a diagram, explain the basic steps involved in it.

(10)

Q.No.4. Describe in detail the hallmarks of scientific research.

(10)

Q.No.5. What are the different types of data collection methods in quantitative research? Briefly discuss each method.

(10)



UNIVERSITY OF THE PUNJAB

Fifth Semester – 2019

Examination: B.S. 4 Years Program

Roll No. in Fig.

Roll No. in Words.

PAPER: Business Research Methods
Course Code: BBA-302 Part-I (Compulsory)

MAX. TIME: 15 Min.
MAX. MARKS: 10

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Signature of Supdt.:

Attempt this Paper on this Question Sheet only.

Please encircle the correct option. Division of marks is given in front of each question.

This Paper will be collected back after expiry of time limit mentioned above.

Q.1. Encircle the right answer, cutting and overwriting is not allowed. (1x10=10)

1. The degree of exactness or exactitude in scientific research is known as
 - a) Purposiveness
 - b) Rigour
 - c) Objectivity
 - d) Testability
2. The artificial study setting is known as
 - a) Artificial study
 - b) Contrived
 - c) Non-contrived
 - d) Both a and b
3. A scale that measures both the direction and intensity of the attributes of a concept
 - a) Staple scale
 - b) Dichotomous scale
 - c) Likert scale
 - d) Constant sum rating scale
4. A subset or subgroup of the population chosen for study
 - a) Subject
 - b) Sample
 - c) Population frame
 - d) Element
5. The hypothesis “what is the distribution of hypertensive patients by income level?” is an example of
 - a) Descriptive hypothesis
 - b) Relational hypothesis
 - c) Correlational hypothesis
 - d) Causal hypothesis
6. The most powerful scale:
 - a) Nominal scale
 - b) Ordinal scale
 - c) Interval scale
 - d) Ratio scale

P.T.O.

7. The paired comparison scale is used when, among a small number of objects, respondents are asked to choose between _____ objects at a time.
- a) Two
 - b) Three
 - c) Four
 - d) None of these
8. _____ is a test of how consistently a measuring instrument measures whatever concept it is measuring.
- a) Validity
 - b) Reliability
 - c) Content validity
 - d) Construct validity
9. A question that lends itself to different possible responses to its subparts is called a:
- a) Loaded question
 - b) Leading question
 - c) Double-barreled question
 - d) Ambiguous question
10. Collecting the necessary data without becoming integral part of the organizational system:
- a) Participant-observer
 - b) Non participant-observer
 - c) Assistant observer
 - d) None of these



UNIVERSITY OF THE PUNJAB

Fifth Semester – 2019

Examination: B.S. 4 Years Program

Roll No.

PAPER: Business Research Methods

Course Code: BBA-302 Part – II

MAX. TIME: 2 Hrs. 45 Min.

MAX. MARKS: 50

ATTEMPT THIS (SUBJECTIVE) ON THE SEPARATE ANSWER SHEET PROVIDED

Q.No.2. Define the followings:

(10x2= 20)

- i. What is descriptive research?
- ii. Define Simple Random Sampling?
- iii. Define ratio scale with the help of an example.
- iv. Differentiate between cross sectional and longitudinal research.
- v. Explain semi structured interview.
- vi. What is meant by deductive reasoning?
- vii. Write down two advantages and two disadvantages of external researcher.
- viii. Explain funneling technique of questioning?
- ix. Explain any two possible threats to internal validity in experimental design.
- x. Pros and Cons of observational studies

Q.No.3. What is hypothetico-deductive method of research? Explain the steps involved in this method of research with the help of an example.

(10)

Q.No.4. What is reliability and validity in research? How can you assess the reliability and validity of qualitative research?

(10)

Q.No.5. What is stratified sampling technique? What are its different types? Give an example of a situation where you would use stratified sampling.

(10)



Q.1. Give short answers of the following:

(15x2=30)

1. Quota sampling
2. Common method biases
3. Ethics in research
4. Sample size
5. Probability sampling
6. Latent variable
7. What is simple t-test
8. What is Likert scale
9. Applied research
10. Questionnaire based survey
11. What is literature review
12. When to use regression
13. Define business research
14. Convenience sampling
15. What is cluster

Answer the following questions.

Q-2: Why measuring scale in research must be reliable and valid? Discuss various types of validity? (4+6)

Q-3: Discuss the steps involved in research methodology? (10)

Q-4: Write a note on 'Ethics in research'? discuss with examples. (10)



THE ANSWERS MUST BE ATTEMPTED ON THE ANSWER SHEET PROVIDED

Q.1. Answer the following short questions:

(15x2=30)

1. Stratified simple random sampling
2. SPSS stands for
3. Correlation
4. Hypothesis
5. Inductive reasoning
6. Moderating variable
7. Mediating variable
8. Experimental research
9. Quantitative research
10. Research population
11. When to use regression
12. Operationalization
13. What is significance of research
14. Problem statement
15. Define reliability

Q.2. Answer the following questions.

- 1: Discuss research procedure in detail with examples? (10)
- 2: When a researcher needs to use probability sampling? Also discuss its various types? (4+6)
- 3: What is the difference between experimental and observational research? Discuss briefly while giving examples for both the studies? (5+5)