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Roll No.

D153

B.B.A. EXAMINATION, May 2019

(Fourth Semester)

(Main & Re-appear)

(BBA)

BBA206

BUSINESS RESEARCH METHODS

Time : 3 Hours]

[Maximum Marks : 70

Before answering the question-paper candidates should ensure that they have been supplied to correct and complete question-paper. No complaint, in this regard, will be entertained after the examination.

Note : Attempt *Five* questions in all, selecting at least *one* question from each Unit. All questions carry equal marks.

Unit I

1. What do you mean by business research and explain the steps involved in scientific research process.
2. What do you mean by research proposal ? Explain its types and importance in research.

Unit II

3. How would you define a research design ? What are the significance elements of a research ? Illustrate with examples.
4. Write short notes on the following :
 - (i) Difference between dependent and independent variables
 - (ii) Measurement scale.

Unit III

5. Distinguish between the qualitative and the quantitative sources of data collection. Explain the different methods used in primary data collection methods.

6. What are the guiding consideration in the construction of questionnaire ? Explain.

Unit IV

7. Write short notes on the following :
 - (i) Role of descriptive analysis
 - (ii) Bi-variate analysis.
8. What should be the ideal structure of a research report ? What are the element of the structure defined by you ?