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Roll No.

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B.B.A. EXAMINATION, May 2018

(Fourth Semester)

(Main & Re-appear)

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. “The research process involved a series of interrelated and intricate steps.” Does every research study necessarily need to satisfy all the conditions and be carried out in this sequence ? Explain.
2. What is a research problem ? Explain the process of identifying a research problem.

Unit II

3. What is an experimental research and classify its designs ? What are the necessary conditions for making causal inferences ?
4. What do you mean by measurement ? Explain the most widely used classification of measurement scales with examples.

Unit III

5. What is a systematic sample ? How is it selected ? What are the advantages and disadvantages of systematic sample ?

6. What is a questionnaire ? What are the criteria of a sound questionnaire ? How can one improve the quality of the instrument designed ?

Unit IV

7. Distinguish between descriptive and inferential analysis. What are the different types of descriptive analysis used for various levels of measurement ? Explain with the help of examples.
8. What are the guidelines for effective report writing ? Discuss in detail the ideal structure of a good research report.