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Roll No.

D-153

B.B.A. EXAMINATION, May 2017

(Fourth Semester)

BBA-206

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. How would you define business research ? What are the major components of a research ? Explain.

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2. Distinguish between proposition and hypothesis.
How hypothesis are the guiding force in any research study ?

Unit II

3. What do you mean by measurement ? Explain the most widely used classification of measurement scales with examples.
4. How would you define a research design ? What are the significant elements of a research design ? How are the research design classified ?

Unit III

5. What is the need of sampling ? Discuss various probability sample techniques by giving their merits and demerits.
6. How can questionnaires assist in survey research ? How will you design a questionnaire meant to measure to attitude towards bank and insurance services ? Discuss by effectively using the steps in questionnaire design.

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.