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Roll No.

D506

B.B.A. EXAMINATION, May 2019

(Fourth Semester)

(Main Only)

(BBA)

BBA212B/MBAD212

BUSINESS RESEARCH METHODS

Time : 3 Hours]

[Maximum Marks : 75

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.

(3-50/12)M-D506

P.T.O.

Unit I

1. (a) What is more valuable to the corporate world-Basic, fundamental, or applied research ? Justify your answer.
(b) Explain the applications of research in various functions of management.
2. “Hypothesis is the guiding force in any research.” Justify and explain.

Unit II

3. How would you define research design ? What are the significance elements of a research design ? Illustrate with examples.
4. (a) Explain the necessary conditions for making causal inferences.
(b) Discuss validity in experimentation.

Unit IIIa

5. (a) What is a Questionnaire ? What are the criteria of a sound questionnaire ?

(b) Distinguish between personal and mechanical observation methods.

6. What do you mean by Measurement ? Explain the most widely used classification of measurement scales with examples.

Unit IV

7. What is Probability Sampling Technique ? Explain systematic and stratified random sampling technique of data collection.
8. Processing of data involved editing, coding, classification and tabulating. Explain each of these steps by taking appropriate research examples.