

Roll No. ....

**57533**

**B.B.A. 4th Semester  
(N.S.) 2014-2017**

**Examination- May, 2017**

**Business Research Methods**

**Paper-BBAN-403**

**Time : 3 hours**

**Max. Marks : 80**

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

**Note :** Attempt **five** questions in all, selecting **one** question from each unit. Question no. 1 is **compulsory**. All questions carry equal marks.

**SECTION-A**

**1.** Explain the following in brief : [2×8 =16]

- (a) What is hypothesis ?
- (b) Define deductive theory.
- (c) Describe dependent variables.
- (d) Define semantic differential scale.
- (e) Give formula of sample size determination.
- (f) Define field editing.
- (g) What is level of significance?
- (h) Give different names of research report.

## **SECTION-B**

### **UNIT-I**

- 2.** What do you mean by Research? Explain its significance for business in modern times.
- 3.** Discuss the different types of Research? Fully explain.

## UNIT-II

4. Define Research design and outline briefly its different components.
5. Discuss the Scale construction techniques.

## UNIT-III

6. What is the Sampling? Distinguish between the probability and non-probability sampling.
7. How can you collect Primary data for your research? Explain it.

## UNIT-IV

8. What is Research report? Narrate the various steps involved in writing such a report.
9. Assume that a marketing manager wishes to compare five different colours of package design. He is interested in knowing which

one of the five is the most preferred one so that it can be introduced in the market. A random sample of 400 consumers reveals the following :

Red	70
Blue	106
Green	80
Pink	70
Orange	74
<b>Total</b>	<b>400</b>