

Roll No. ....

Total Pages : 2

**301410**

**May 2024**

**BBA (GEN) Re-Appear- IV SEMESTER  
Business Research Methods (BBA-GEN-403)**

Time : 3 Hours]

[Max. Marks : 75

*Instructions :*

1. *It is compulsory to answer all the questions (1.5 marks each) of Part-A in short.*
2. *Answer any four questions from Part-B in detail.*
3. *Different sub-parts of a question are to be attempted adjacent to each other.*

**PART-A**

1. (a) Define construct. (1.5)
- (b) Hypothesis. (1.5)
- (c) Meaning of variable. (1.5)
- (d) Experiment design. (1.5)
- (e) Likert Scale. (1.5)
- (f) Sample size. (1.5)
- (g) Sampling procedure. (1.5)
- (h) Meaning of sample design. (1.5)
- (i) Meaning of univariate tests. (1.5)
- (j) Meaning of bivariate tests. (1.5)

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## **PART-B**

2. Describe the nature and process of problem definition. What are the different types of research proposals? What are the ingredients of research proposals? (15)
  3. (a) Explain in detail, exploratory research design. (7.5)  
(b) Discuss the significance of business research for managers. (7.5)
  4. What are the different types of measurement scales? (15)
  5. Discuss the methods of collecting primary data. What are pros and cons of these? (15)
  6. (a) Explain the issues with in construction of questionnaire method. (7.5)  
(b) Describe the nature and types of descriptive analysis. (7.5)
  7. What are the various types of research reports? What are the ingredients to be included in research report? (15)
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