301401

May 2024
BBA (GEN) - IV Semester
Business Research Methods (BBA-G-401)

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) Types of research.   (1.5)

    (b) Criteria for good research.   (1.5)

    (c) Selection of research problem.   (1.5)

    (d) Features of good research design.   (1.5)

    (e) Significance of research.   (1.5)

    (f) Meaning of census.   (1.5)

    (g) Determining sample size.   (1.5)

    (h) Meaning of sample.   (1.5)

    (i) Tabulation of data.   (1.5)

    (j) Use of computer and internet in data collection. (1.5)

PART-B

2. What are the key steps involved in the research process, from defining the research problem to presenting findings? Discuss each step in detail. (15)

3. (a) What are the challenges in conducting social science research in India? (7.5)
   (b) Why is a literature review essential in research, and what purpose does it serve? (7.5)

4. What are the different types and elements of research designs? Discuss the exploratory design in detail. (15)

5. What is significance of sampling? Describe the various sampling methods of sampling. (15)

6. (a) Write down steps of report writing. (7.5)
   (b) What are the essentials of good sampling? (7.5)

7. Discuss the various data collection techniques used in research, including surveys, interviews, observations, and experiments, and explain when each might be most suitable. (15)