

Roll No. ....

Total Pages : 2

**301403**

**August/September 2022**  
**BBA (Gen.) 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) Meaning of construct. (1.5)
- (b) Meaning of variable. (1.5)
- (c) Hypothesis. (1.5)
- (d) Types of scales. (1.5)
- (e) Any *one* attitude measurement scale. (1.5)
- (f) Sampling Design. (1.5)
- (g) Issues in questionnaire designing. (1.5)
- (h) Sampling procedure. (1.5)

301403/380/111/228

122 [P.T.O.]

- (i) Bi-variate test. (1.5)  
(j) Uni-variate test. (1.5)

### **PART-B**

2. What are the types and purpose of various research proposals? What should be the main ingredients of the research proposal? (15)
3. (a) Compare deductive and inductive theory. (7.5)  
(b) How can we determine the sample size? (7.5)
4. What is meant by research design? Elaborate and illustrate the various elements of research design. How research design can be classified? (15)
5. (a) Write down the methods of exploratory research design. (7.5)  
(b) What are various types of descriptive analysis? (7.5)
6. Discuss the methods to collect data. Also write the pros and cons various methods of data collection. (15)
7. Make a format of research report. Also explain its ingredients. (15)
-