

[www.MduQuestionPaper.in](http://www.MduQuestionPaper.in)

[www.TechbrHindi.com](http://www.TechbrHindi.com)

Next Semester के Latest Papers सबसे  
पहले Download करने के लिए आप हमें  
Whatsapp भी कर सकते हैं

You  TechBRHindi



Whatsapp No : 8076723805

Email : TechbrHindi@gmail.com

57533

BBA 4th Semester (N. S.) 2014-17  
Examination – May, 2019

BUSINESS RESEARCH METHODS

Paper : BBAN-403

Time : Three Hours ]

[ Maximum Marks : 80

Before answering the questions, candidates should ensure that they have been supplied the correct and complete question paper. No

**Note :** Attempt *compulsory* Question No. 1 from Section – A and *four* question from Section – B (*one* question from each Unit). All questions carry equal marks.

**SECTION – A**

1. Write a short notes on the following :
- (a) Deductive Theory
  - (b) Questionnaire Designing
  - (c) Importance of Problem Definition
  - (d) Concept and Proposition

- (e) Nature of Descriptive Analysis
- (f) Determination of Sample Size
- (g) Issues in Construction Design
- (h) Null and Alternative Hypothesis

**SECTION – B**

**UNIT – I**

2. Discuss the types of Research Proposal and also elaborates its structure ?
3. Discuss in detail the process of management research ? Outline different types of research ?

**UNIT – II**

4. Discuss in detail various types of research designs ? What are the factors which influence the choice of research design ?
5. What are the Functions of Measurement ? Give the measurement process. What are the different types of scales ?

**UNIT – III**

6. Differentiate between the following :
  - (a) Primary and secondary sources of data.
  - (b) Observation and survey methods.

7. What are different types of questions which can be asked in a questionnaire ? Outline the guidelines for developing a good questionnaire ?

#### UNIT – IV

8. What is the difference between editing and coding of data ? Does a researcher need to perform both or one of the two before performing data analysis ?

9. What are different types of research reports ? Discuss the format of or good research report ?