

Roll No. ....

Total No. of Questions : 5]  
(2042)

[Total No. of Printed Pages : 4

## **BBA (CBCS) RUSA IVth Semester Examination**

# **3738**

### **BUSINESS RESEARCH**

(Core Course)

Paper : BBA-401

Time : 3 Hours]

[Maximum Marks : 70

*Note* :- Attempt questions as per instructions. Attempt both Sections of Question No. 1 from Part-A.

#### **Part-A (Section-I)**

1. (A) (i) Research is :
- (a) Searching again and again
  - (b) Finding solution to any problem
  - (c) Working in a scientific way to search for truth of any problem
  - (d) None of these
- (ii) Action research means :
- (a) A longitudinal research
  - (b) An applied research
  - (c) A research initiated to solve an immediate problem
  - (d) A research with socioeconomic objective

- (iii) Which of the following variables cannot be expressed in quantitative terms ?
- (a) Socio-economic status
  - (b) Marital status
  - (c) Numerical aptitude
  - (d) Professional attitude
- (iv) A research paper is a brief report of research work based on :
- (a) Primary data only
  - (b) Secondary data only
  - (c) Both primary and secondary data
  - (d) None of these
- (v) Exploratory research is :
- (a) Discovering something new
  - (b) Describing the existing one
  - (c) None of these
- (vi) Convenience sampling is an example of :
- (a) Probability sampling
  - (b) Non-probability sampling
  - (c) Both (a) and (b)
- (vii) Which of the following is the first step in starting the research process ?
- (a) Searching sources of information to locate problem
  - (b) Survey of related literature
  - (c) Identification of problem
  - (d) Searching for solutions to the problem

- (viii) Applied research means :
- (a) A longitudinal research
  - (b) An applied research
  - (c) A research initiated to solve an immediate problem
  - (d) A research with socio-economic objective
- (ix) The essential qualities of a researcher are :
- (a) Spirit of free enquiry
  - (b) Reliance on observation and evidence
  - (c) Systematization or theorizing of knowledge
  - (d) All of these
- (x) ..... is a statistical index which describes the degree and direction of the relationship between two characteristics or variables.
- (a) Correlation
  - (b) T-test
  - (c) Probability
  - (d) Mean

$1\frac{1}{2} \times 10 = 15$

**(Section-II)**

(B) Give short answers (25-50 words) of any *five* of the following :

- (i) Descriptive Research
- (ii) Random Sampling
- (iii) Types of Data
- (iv) Explain Nominal and Ordinal Scale

- (v) Z-test
- (vi) Sampling Error
- (vii) Nature of Marketing Research
- (viii) Structured Questionnaire

3×5=15

**Part-B**

10 each

2. Write a note on nature and scope of marketing research.

*Or*

Explain the research process in detail.

**Part-C**

10 each

3. Distinguish between Primary and Secondary Data Collection methods with examples.

*Or*

Compare and contrast various research designs with examples.

**Part-D**

10 each

4. Explain the difference scaling techniques with examples.

*Or*

What do you mean by qualitative research tools ? Explain with the help of example.

**Part-E**

10 each

5. Distinguish between Probability and Non-probability Sampling with example.

*Or*

Explain in detail the various tools available for data analysis and interpretation.