

END TERM EXAMINATION

THIRD SEMESTER [BBA] DECEMBER 2024

Paper Code: BBA-211

Subject: Business Research methodology

Time: 3 Hours

Maximum Marks: 60

Note: Attempt five questions in all including Q.No 1 which is compulsory. Internal choice is indicated.

Q1 Attempt **Any Four** of the following questions: (4x5=20)

- a) What are the steps in research process?
- b) Define construct?
- c) Importance of panel data?
- d) What are the steps of sampling?
- e) Difference between Uni-dimensional and Multidimensional scales.
- f) Why probability sampling is generally preferred to non-probability sampling?
- g) Discuss the relative advantages and disadvantages of using focused groups over in-depth Interviews.
- h) Difference between bibliography and references.

Q2 What are the characteristics of good research? How do you classify research based on time, data collection method and purpose of research. (10)

OR

Q3 Explain the difference between Qualitative and Quantitative Data. (10)

Q4 Define measurement in the context of business research. What are the different scales of measurement used? (10)

OR

Q5 Design a suitable questionnaire to measure customer perception towards e-vehicle. (10)

Q6 Explain the steps of hypothesis testing with suitable examples? (10)

OR

Q7 Describe how the Chi-Square test can be used in business research to analyze customer preferences across different product categories. (10)

Q8 Explain the concept of plagiarism and discuss the ethical considerations in research. (10)

OR

Q9 What are the essential components of a research report? Discuss the importance of each component. (10)

P-1/1