(Please write your Exam Roll No.) Exam Roll No. 01325561724

END TERM EXAMINATION

THIRD SEMESTER [BBA] DECEMBER 2025-JANUARY 2026

Paper Code: BBA-205 **Subject: Business Research Methodology**
BBA-211
BBA(B&I)-205
BBA(B&I)-209
BBA(CAM)-205

Time: 3 Hours **Maximum Marks: 60**

Note: Attempt all questions as directed. Internal choice is indicated.

Q1 Attempt **any five** of the following questions (Not exceeding 150 words): **(4x5=20)**

a) Differentiate between descriptive and causal research
b) What are Constructs? How are they different from Attributes?
c) Compare and contrast qualitative and quantitative data.
d) Write briefly about the Observation Method
e) Differentiate between uni-dimensional and multidimensional scales.
f) Write a brief note on t-test.
g) Explain the significance of plagiarism check.
h) Discuss the ethical considerations in research reporting.

Q2 Discuss the unit of analysis at individual, group, and organizational levels with suitable examples. **(10)**

OR

Q3 Outline the steps in the research process. Provide a detailed example of how these steps can be applied to a real-world problem. **(10)**

Q4 Differentiate between field survey and laboratory study. Explain the purpose of each. Provide examples of their application. **(10)**

OR

Q5 Explain the advantages and limitations of using panel studies to understand consumer behavior. Discuss how data-based research supports business strategies. **(10)**

Q6 Briefly explain Likert, Thurston, and Semantic Differential Scale with an appropriate example of each **(10)**

OR

Q7 Explain the hypothesis formulation process and evaluate the use of statistical tests like regression and ANOVA in testing hypotheses. Provide relevant examples. **(10)**

Q8 Discuss the significance of annexures, citations, and bibliography in research reports. How do they enhance the credibility of research? **(10)**

OR

Q9 Analyze the essentials of a good research report and suggest best practices for ensuring clarity, accuracy, and professionalism in report presentation. **(10)**

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