

CDOE
BACHELOR OF BUSINESS ADMINISTRATION (CBCS-2019 COURSE)
B.B.A. SEM - IV : WINTER :- 2021
SUBJECT: BASICS OF BUSINESS RESEARCH

Day : Wednesday
Date 16-02-2022

W-21930-2021

Time : 10:00 AM-01:00 PM
Max. Marks: 60

N.B.:

- 1) Attempt any **THREE** questions from Section –I and any **TWO** questions from Section –II.
- 2) Figures to the right indicate **FULL** marks.
- 3) Answers to both the sections should be written in **SAME** answer book.

SECTION-I

- Q.1** What is “exploratory research”? Explain in detail the stages involved in conducting “exploratory research.” (12)
- Q.2** Explain in brief the steps involved in a research process. (12)
- Q.3** Discuss the different types of research reports and state the precautions to be taken while writing a research report. (12)
- Q.4** Discuss the concept of univariate and bivariate analysis of data. (12)
- Q.5** Write short notes on any **TWO** of the following: (12)
- a) Interval and Ratio Scales
 - b) Representative Sample
 - c) Importance of hypothesis

SECTION-II

- Q.6** Mr. Das is studying the problems of working women in Metro Cities. Design a suitable questionnaire for the study. (12)
- Q.7** Give any two examples where you will need to collect data by the following methods. (12)
- i) Observation method
 - ii) Interview method
- Q.8** Explain any two sampling techniques with their applications. (12)

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