

**BACHELOR OF BUSINESS ADMINISTRATION (CBCS - 2018 COURSE)**  
**B.B.A. Sem-IV : WINTER : 2021**  
**SUBJECT: BASICS OF BUSINESS RESEARCH**

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**Day : Thursday**  
**Date : 13-01-2022**

**W-18834-2021**

**Time : 02:00 PM-05:00 PM**  
**Max. Marks: 60**

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**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.
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**SECTION-I**

- Q.1** What is research? Discuss in brief the nature and scope of Business Research. (12)
- Q.2** Explain the importance of a research proposal and the key components of a research proposal. (12)
- Q.3** Define the term 'Sampling'. Explain how sampling is useful in research. (12)
- Q.4** State the advantages and disadvantages of graphical representation of data. (12)
- Q.5** Write short notes on any **TWO** of the following: (12)
- a) Measurement in Research
  - b) Surveys
  - c) Research hypothesis

**SECTION-II**

- Q.6** Elaborate the steps involved and precautions to be taken in writing a research report. (12)
- Q.7** Discuss any two techniques of analysis of data. (12)
- Q.8** Ms. Shabana is interested in studying the taste and preferences of college going students with reference to the food outlets. Prepare a list of questions that can be used for the study. (12)

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