

BACHELOR OF BUSINESS ADMINISTRATION (CBCS - 2018 COURSE)

B.B.A. Sem-IV : : SUMMER - 2022

SUBJECT : BASICS OF BUSINESS RESEARCH

Day : Saturday
Date : 28-05-2022

S-18834-2022

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.
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SECTION-I

- Q.1** Define the term “Research”. Explain the importance of research in decision making. (12)
- Q.2** What is a research design? Justify the importance of formulating a good research design. (12)
- Q.3** Explain the term “sampling”. Elaborate any two sampling techniques giving illustrations. (12)
- Q.4** What is secondary data? Discuss the precautions to be taken while using secondary data giving suitable examples. (12)
- Q.5** Write short notes on any **TWO** of the following: (12)
- a) Focus group
 - b) Nominal scale of measurement
 - c) Graphical representation of data

SECTION-II

- Q.6** Explain the various techniques of analyzing data. (12)
- Q.7** What is the significance of a good research report? State the format of a research report. (12)
- Q.8** Ms. Shehnaz is interested to know the most preferred social networking app used by youths in Mumbai. Prepare a suitable questionnaire for the same. (12)

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