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BACHELOR OF BUSINESS ADMINISTRATION (CBCS - 2018 COURSE)
B.B.A. Sem-IV : WINTER- 2022
SUBJECT : BASICS OF BUSINESS RESEARCH

Day : Friday

Time : 10:00 AM-01:00 PM

Date : 2/12/2022

W-18834-2022

Max. Marks : 60

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N. B. :

- 1) Attempt **ANY THREE** questions from Section – I and attempt **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 its role in decision making. **(10)**
- Q. 2** What is Sampling? List and explain various sampling techniques available to researcher. **(10)**
- Q. 3** What is Qualitative Research? List and explain various tools for conducting qualitative research. **(10)**
- Q. 4** Explain the concept of univariate, bivariate and multivariate analysed with suitable examples. **(10)**
- Q.5** Write short notes **ANY TWO** of the following: **(10)**
- a) Hypothesis
 - b) Primary Data v/s Secondary Data
 - c) Questionnaire

SECTION – II

- Q. 6** A researcher is assigned the job of reporting on the use and preferences of users of taxi services. Design a suitable research plan for the same. **(15)**
- Q. 7** List and elaborate various steps in Report Writing. **(15)**
- Q. 8** Design a suitable questionnaire to study the problem, faced by the rural entrepreneurs. **(15)**

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