

Roll No.....

Department of Management
School of Management & Business Studies
JAMIA HAMDARD

Even Semester Examination 2022
BBA MBA Integrated IV Semester

Subject Name: Business Research Methods
Subject Code: BBA (I) F 13

MM: 75
Time: 03Hours

Sec A

Attempt any six questions, each question carries 5 marks (6 X 5 = 30)

- Q1: Elucidate the ethics in business research and its importance with suitable examples.
- Q2: Explain problem identification in research, research objectives, construct, variable and hypothesis.
- Q3: Why probability sampling is generally preferred in comparison to non-probability sampling?
- Q4: "Scaling describes the procedure by which numbers are assigned to various degrees of opinion, attitude and other concepts". Discuss.
- Q5: What characteristics must it possess in order to be a good research hypothesis?
- Q6: Differentiate between descriptive statistical analysis and inferential statistical analysis.
- Q7: Enlist the series of steps necessary to effectively carry out research & explain in brief the desired sequence of these steps with suitable examples.
- Q8: Distinguish between sampling and non-sampling error.
- Q9: Processing of data implies editing coding, classification and tabulation". Describe in brief these four operations pointing out the significance of each in the context of a research study.

Sec B

Attempt any three questions; each question carries 15 marks (3 X 15 = 45)

- Q1: During COVID19 pandemic, e-commerce was on the rise. Design the questionnaire using appropriate scale to assess the satisfaction of customers with e-commerce services.

Q2: What is the meaning of measurement in research? What difference does it make whether we measure in terms of a nominal, ordinal, interval or ratio scale? Explain giving examples.

Q3: Explain the various types of research designs with suitable examples.

Q4: A fashion brand company is planning to launch a new range of products. The company would likely to identify its potential market segment for their products. The task before you is to assess the following: (make necessary assumptions)

- a) Identify the research design
- b) Identify the target population. List any two differences between sample and census.
- c) Explain the sampling technique to select the sample.
- d) What will be the sources of data collection for the information? Explain.
- e) Mention the limitations of the study

Q5: What are the guidelines for construction of questionnaires? What do you think are some of the problems faced by the researcher? Explain the suitable ways to overcome the problems.

Q6: Tasty Food is a German based restaurant chain. It is famous for its continental cuisines. The restaurant has incurred a loss of two crores in its first two years of operation and wondering what needs to be done to be successful in Indian market. Make necessary assumptions and answer the following:

- a) Discuss research problem in the above case and formulate at least four research objectives.
- b) Identify major variables to the study
- c) Draft at least five hypotheses for the study.
- d) Suggest appropriate research design for the study giving justification.