

BBA SEMESTER IV EXAMINATION, 2019
Business Research Methods
BBA-C-13

Time: 3 hours

Maximum marks: 75

Section A: Answer any Six questions out of the following Nine. Each question carries five marks. (6 × 5 = 30)

1. What do you mean by "Business Research"? Differentiate between "Basic" and "Applied" Research..
2. What is "Ice-berg" principle"? Discuss it in context of "Problem Definition".
3. What is "Hypothesis"? Explain Null and Alternate Hypothesis.
4. What is exploratory Research ? What are its characteristics? Why it is used?
5. Explain the Sampling Design Process.
6. Differentiate between "Judgemental" and "Quota" Sampling.
7. What are primary scales of measurement? Discuss
8. What is "Continuous Rating Scale"? Discuss with the help of example.
9. What is sample? How is it different from census?

Section B: Answer any three questions out of the following Six. Each question carries Fifteen marks. (3 × 15 = 45)

1. The manufacturer of a consumer product has a large advertising budget, which it allocates evenly between television and newspapers. It would like to test the effectiveness of using television only and the effectiveness of using newspaper only.
 - Design Research Questions and Research Objectives.
 - Formulate your research hypothesis.
2. What is Conclusive Research Design? Discuss in detail
3. Differentiate between Comparative and Non-comparative scaling techniques with the help of example.
4. A domestic shoe manufacturing Company wants to enter International Market. The company would like to have information about how consumers select the product in International Market. Design a questionnaire comprising of 10 questions that can be used for the study. (Use Semantic-differential, likert and staple sale)
5. Differentiate between Probability and Non-probability sampling techniques with the help of examples.
6. Zara, fast fashion (clothing and accessories) retailer, wants to open a new outlet in Delhi. They want to conduct a consumer survey regarding the same. What would be the population of interest? Suggest a suitable sampling technique and design a questionnaire.