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Even Semester Examination – August 2023
BBA IV Semester
Business Research Methods BBA-F-13

Roll No...

Duration: 3 Hour

Max. Marks -75

Section A - Short Answer

(5X6=30)

Note: Attempt any Six Questions. All questions carry equal marks

Q1: Differentiate between Basic and Applied Research

Q2: Assume a management situation, identify a research problem, and design a suitable null and alternate hypothesis for the same.

Q3: Discuss the different methods used in Exploratory research design.

Q4: Design five questions using Likert scale to examine the consumer perception towards a bank measured by its location, number of branches, timings, service quality, the behavior of staff etc.

Q5: Write a short note on Snowball Technique. Elucidate using a suitable example

Q6: The administrators of Parents' Pride, one of the largest chains of pre-nursery schools, are concerned with the attitude parents have towards the various aspects of the school & whether they will recommend the school to others. What would be the population of Interest & how would you sample it?

Q7: Differentiate between Likert & Stapel scales by providing suitable examples

Q8: Differentiate between Longitudinal and Cross-sectional research design, providing suitable examples.

Q9: Discuss the different ethical issues in research.

Section B-Long Answer

(15X3=45)

Note: Attempt any Three Questions. All questions carry equal marks

Q1: Today good working culture is required to retain employees in organizations. XYZ Company wants to check the relationship between good working culture and the retention of employees. Based on this scenario, you are required to answer the following questions:

- a) Suggest the Title of the study
- b) Draft one Research Question
- c) Write three Objectives
- d) Discuss the suitable research design for the study (3+3+3+6)

Q2: Nowadays, a hybrid mode of education (online cum offline) is adopted in higher educational systems. Design the questionnaire using various scales to assess the satisfaction of students with the hybrid mode of education. (15)

Q3: A diet drink manufacturer in a study finds that young women are more health conscious and are looking at low-calorie options. The purchase probability is also influenced by their education level and profession. Other factors such as the availability of brands, celebrity endorsement & dietician's recommendations also have an impact on them.

- a) Formulate the research objectives.
- b) Elaborate upon the research process you will undertake to conduct the study (3+12)

Q4: An Automobile Company is planning to launch a new range of sports cars. This company would like to identify its potential market segment for its sports cars. Based on the scenario, answer the following questions:

- a) What will be the target population? List any two differences between sample and census.
- b) Explain the sampling technique to select the sample.
- c) What type of research design will the company go for and why? Explain. (5+5+5)

Q5: Explain some of the non-probability sampling techniques by giving examples. (15)

Q6: Write short notes on any *three* (5+5+5)

- a) Nominal vs. Ordinal Scales
- b) Quota vs. Stratified sampling
- c) Semantic Differential Scale
- d) Pilot study vs. experience survey