BBA SEMESTER IV EXAMINATION, 2018

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 .

1. Differentiate between Cross-sectional and Longitudinal Research.
2. Explain "Business Research Process" with the help of flow chart.
3. What is Snow ball sampling technique? Discuss.
4. Differentiate between Ordinal and Interval Scales.
5. Explain the Sampling Design Process.
6. What do you mean by "Hypothesis"? Discuss its types.
7. What is Paired-comparision Scaling technique?
8. Differentiate between Sample and Census.
9. What are various considerations in selecting a Research Problem? Explain.

Section B: Answer any three questions out of the following Six. Each question carries Fifteen marks

1. What is sampling in research? Describe Non-probability sampling in detail?
2. Write briefly upon the various types of scales used in research. Explain Non-comparative scaling techniques.
3. A consumer durable company is planning to launch a new type of washing machine. The company would like to have information about how consumers select a brand of washing machine. Design a questionnaire that can be used for the study.
4. A company manufacturing brand new personal computers would like to identify potential market segment for their brand. What would be the population of Interest & how would you sample it? Design a Research Questions for the study.
5. The Delhi Tennis Sports Academy wants to ascertain why young students do not select the tennis as a career option. They want of conduct a survey on college students.
   a. Identify your research problem
   b. Formulate the research objectives & hypothesis for the same.
6. Find the mean, median and mode of the following data -
   (a) 16, 18, 19, 21, 23, 23, 27, 29, 29, 35
   (b) 2.2, 10.2, 14.7, 5.9, 4.9, 11.1, 10.5, 5.9
   (c) 11/4, 21/2, 51/2, 31/4, 21/2