

**DEPARTMENT OF MANAGEMENT
SCHOOL OF MANAGEMENT & BUSINESS STUDIES
JAMIA HAMDARD**

Even Semester Examination (Online) July 2021

BBAMBA-Integrated [IV-Semester]

Subject Name: Business Research Methods

MM: 75

Subject Code: BBA(I)-C-13

Time: 03 Hours

Email Id of the Examiner: drshikhagera86@gmail.com

Email Id of the Assistant Superintendent of Exams: bba4thsemexaminationjuly2021@gmail.com

Email Id of Dean: deanmanagement@jamiahamdard.ac.in

Note:

- Students have to submit the **Scanned hand written solutions** to the Examiner, Assistant Superintendent of Examination and Dean on the email ids as mentioned above.
- Students shall use **ruled white paper & blue ink** to write the solution. Each page must have a **serial number and the signature** of the student.
- An additional ½ an hour will be given to the examinees to scan the answer sheets, convert it into single PDF and upload it on the id's given on the question papers.
- If any two copies are found to be similar then both the copies shall be cancelled. Such students will be considered/ tried for unfair means.
- The attached PDF shall be named as follows –
Roll No- Full Name-Enrollment Number-Course-Semester-Subject Abbreviation
(Example: 9334032-Rabia Shaheen-2019-334-032-BBA-IV-MTS) and students shall also mention the same in subject line of the email & his/her answer copy also.
- Answer All Questions, each carry equal marks.

Q.1. Today good leadership style is required to manage the workforce diversity in organisations. XYZ Company wants to check the relationship between leadership style and workforce diversity management. Based on this scenario, you are required to answer the following questions:

- a) Suggest the Title of the Study
- b) Write the Research Question
- c) Write the Objective
- d) Write the Hypotheses

(3+3+3+6)

Q.2. During the pandemic, e-pharmacy was on the rise. Design the questionnaire using various scales to assess the satisfaction of customers with e-pharmacy. (15)

Q.3. While collecting the data through the questionnaire method, what do you think are some of the problems faced by the researcher? Suggest few ways to overcome the problems. (7.5+7.5)

Q.4. A Cosmetic Company is planning to launch a new range of products. This company would like to identify its potential market segment for their products. 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 will be the sources of data collection for the information? Explain. (5+5+5=15)

Q.5. Explain the different types of Research Designs with examples. (15)