

(Please write your Exam Roll No.)

Exam Roll No. ....

## END TERM EXAMINATION

THIRD SEMESTER [BBA] JANUARY-FEBRUARY 2023

Paper Code: BBA 211/B&I-209 Subject: Business Research Methodology

Time: 3 Hours

Maximum Marks: 75

Note: Attempt five questions in all including Q.No. 1 which is compulsory. Select one question from each unit. All questions carry equal marks.

### SECTION A

- Q1. Answer the following:-
- Distinguish between Reliability and Validity.
  - What are mediating variables in research? How these are different from moderating variables?
  - What do you understand by research problem formulation?
  - How is the sample size computed for primary data calculation in business research?
  - What is the meaning of citation? Mention the names of any 3 citation styles.

### SECTION B

#### UNIT-I

- Q2. What are the tenets of good business research? Also give a taxonomy of various types of business research. Which one is more appropriate in context of business and why?
- Q3. What is a research design? Why is it referred to as the heart and soul of research?

#### UNIT-II

- Q4. Explain different methods of data collection used in business research. Also distinguish between qualitative and quantitative data.
- Q5. What is a longitudinal study? When is it used? Give examples to elucidate.

#### UNIT-III

- Q6. NRF tyres manufacturing company claims that the average life of its car tyres is 70000 kms. A sample of 10 customers has provided following details:

Customer No.	Life of Car Tyres (in Kms.)
1	65000
2	74000
3	82000
4	78000
5	54000
6	60000
7	70000
8	77000
9	74000
10	61000

Ascertain whether the claim made by the company is correct using appropriate method.

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Q7. What is the importance of a questionnaire in data collection? Discuss the guidelines used to formulate an effective questionnaire.

**UNIT-IV**

Q8. What are the essentials of a good research report? Why is it prepared?

Q9. What is the importance of ethics in research? What are the various issues of research in context of business research? Give examples to prove your point.

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