PRN:		Course Code :	U28PC303

Second Year **BBA** Semester End Examination Winter 2024

Subject- Business Research Methods

Day and Date: Wed - 4 DEC 2024 Max Marks: **50** 000722

Time : 10:30AM To 12:30PM Duration: **2** hrs.

Instructions: i. All questions are compulsory.
ii. Figures to the right indicate full marks.

		Marks	Bloom's Level	CLO
Q.1	**Attempt the following**			
	What do you mean by research & list down the objectives & nature of research?	10	L1	1
Q.2	**Attempt the following**			
a)	Explain need & purposes of review of literature	05	L2	1
b)	Compare Qualitative Vs Quantitative research	05	L2	2
	OR			
c)	Interpret exploratory research in details	05	L2	2
Q.3	**Attempt the following**			
a)	Identify Components of good research design	05	L3	3
b)	Demonstrate various types of Probability sampling techniques	05	L3	3
	OR			
c)	Explain types of hypothesis with suitable examples	05	L2	3
Q.4	**Attempt the following**			
a)	Examine methods of data collection in business research	05	L4	4
b)	Evaluate tools & techniques of data collection	05	L5	4
	OR			
c)	Illustrate types of questions use in questionnaire for business research	05	L2	4
Q.5	**Write short notes Any Two**	10		
a)	Types of report and Contents of report	05	L4	4
b)	Determine Use of Excel in research	05	L5	4
c)	Explain the process of hypothesis testing	05	L2	4

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