



BRAINWARE UNIVERSITY

Library
Brainware University
398, Ramkrishnapur Road, Barasat
Kolkata, West Bengal-700125

Term End Examination 2023
Programme – BBA-2019/BBA-2020/BBA-2021
Course Name – Business Research
Course Code - BBAC401
(Semester IV)

Full Marks : 60

Time : 2:30 Hours

[The figure in the margin indicates full marks. Candidates are required to give their answers in their own words as far as practicable.]

Group-A

(Multiple Choice Type Question)

1 x 15=15

1. Choose the correct alternative from the following :

- (i) Observation is explained as
- | | |
|--|---|
| a) A key data gathering method in the social sciences | b) The role the research supervisor takes in the research process |
| c) The role the researcher takes in the research process | d) None of the above |
- (ii)research is a management tool that can be used for creating business strategies, managing production and managing growth. Select the correct option.
- | | |
|----------------|------------------|
| a) Social | b) Business |
| c) Educational | d) None of these |
- (iii) Identify in which type of research Questionnaire is widely used tool.
- | | |
|------------------------|--------------------------|
| a) Survey research | b) Experimental research |
| c) Historical research | d) Case study research |
- (iv) Identify the correct option: Research done at one time is called _____.
- | | |
|--------------------|------------------|
| a) cross-sectional | b) correlational |
| c) replication | d) longitudinal |
- (v) Questionnaires and scales are examples of
- | | |
|---|--|
| a) Unstructured means of gathering data | b) Semi-structured means of gathering data |
| c) Structured means of gathering data | d) Over structured means of gathering data |
- (vi) A hypothesis is a about the predicted relationships among events or variables. Choose the correct option.
- | | |
|---------------|------------------|
| a) Statement | b) conclusion |
| c) prediction | d) none of these |
- (vii) Choose the correct option: Data Analysis is a process of__
- | | |
|-------------------------|---------------------|
| a) Inspecting data | b) Data Cleaning |
| c) Transforming of data | d) All of the above |

- (viii) Choose the correct option: After the data has been processed and analysed, the research process requires__
- a) Interpretation of data
b) Presentation of data
c) Reporting of data
d) Testing of data
- (ix) Secondary data can almost always be obtained more quickly and at a lower cost than _____ data. Select the correct option.
- a) Tertiary
b) Collective
c) Research
d) Primary
- (x) Choose the correct option: Data processing involves the following steps:
- a) Editing & Coding
b) Classification
c) Tabulation
d) All of the above
- (xi) Which of the following are the diagrammatic representations in research:
- a) Graph
b) Bar diagram
c) Pie chart
d) All the above
- (xii) Survey questions can be classified into which forms?
- a) Closed
b) Open-ended
c) Open-response-open questions
d) All of the above
- (xiii) Qualitative data can be described as
- a) Non numerical data
b) Numerical data
c) Statistical data
d) Data in the form of numbers
- (xiv) A _____ scale only assigns numbers to objects to classify the objects according to the characteristic of interest. Select the correct option.
- a) Ratio
b) Ordinal
c) Nominal
d) Interval
- (xv) Identify the method by which a sample is chosen
- a) Unit
b) Design
c) Random
d) Census

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Group-B

(Short Answer Type Questions)

3 x 5=15

2. Write the quality of a good questionnaire. (3)
3. Describe the roles of research in business and industry. (3)
4. Define primary and secondary data. (3)
5. Write short notes on: Likert scale (3)
6. Explain characteristics of good hypothesis. (3)

OR

Illustrate bivariate data analysis with example. (3)

Group-C

(Long Answer Type Questions)

5 x 6=30

7. Describe primary methods of data collection (5)
8. Differentiate qualitative and quantitative research. (5)
9. Explain the use of regression in business research. (5)
10. Compare parametric and non parametric test. (5)
11. Summarize different types of reports. (5)
12. Write short notes on: a) Interval scale b) Ordinal scale (5)

OR

Explain the condition for snowball sampling (5)