Term End Examination 2023-2024
Programme – BBA-2022
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)   Recall what is the process of gathering information through surveys, interviews, or observations known as.

   a) Sampling   b) Data analysis
   c) Data collection   d) Hypothesis testing

(ii) Recall which stage of the research process involves defining research objectives and formulating hypotheses.

   a) Data analysis   b) Data collection
   c) Research design   d) Sampling

(iii) Identify which research type is primarily concerned with testing hypotheses and making predictions.

   a) Exploratory research   b) Conclusive research
   c) Qualitative research   d) Quantitative research

(iv) Identify which of the following is NOT a classification of research design.

   a) Experimental research design   b) Correlational research design
   c) Observational research design   d) Explanatory research design

(v)   The focus group method involves:

   a) Conducting individual interviews with participants   b) Observing participants without their knowledge
   c) Facilitating group discussions to gather insights   d) Distributing surveys to a large sample size

(vi) Predict which type of measurement scale has a true zero point.

   a) Nominal   b) Ordinal
   c) Interval   d) Ratio

(vii) Predict what is the purpose of pretesting a questionnaire.

   a) To finalize the questionnaire   b) To estimate the sample size
   c) To identify and correct potential problems   d) To analyze the collected data

(viii) Identify in non-probability sampling, the selection of participants is based on.

    a) Random chance   b) Expert judgment
    c) Mathematical algorithms   d) Stratified sampling

(ix) Discover what is the purpose of fieldwork validation.

    a) To verify the accuracy of collected data   b) To analyze the data
    c) To design the questionnaire   d) To interpret the findings

(x) Discover field editing primarily involves.

    a) Analyzing data   b) Cleaning collected data
    c) Designing the questionnaire   d) Recruiting respondents

(xi) Choose the correct options: SPSS and NVivo are all examples of

    a) Conceptual frameworks   b) Methodological frameworks
    c) Data analysis software packages   d) Analytical frameworks

(xii) Choose a hypothesis which is tested for possible rejection is known as

    a) Positive hypotheses   b) Absolute hypotheses
    c) Null hypotheses   d) All of the above

(xiii) If correlation coefficient between two variables is uncertain, it interprets that

    a) $r=+1$ b) $r=-1$
    c) $r=0$ d) $r=0.5$

(xiv) State the purpose of doing research

    a) To identify the problem   b) To find the solution
    c) Both a & b   d) None of these

(xv) Select which of the following is an example of primary data

    a) Book   b) Journal
    c) News Paper   d) Census Report

Group-B
(Short Answer Type Questions)

3 x 5=15

2. Briefly explain various approaches to qualitative research.   (3)
3. Identify the areas where qualitative research can be used.   (3)
4. Write short notes on: a) Reliability b) Validity   (3)
5. Describe briefly different types of business research.   (3)
6. Differentiate qualitative and quantitative research design.   (3)

OR

Differentiate cross sectional studies and longitudinal studies.   (3)

Group-C
(Long Answer Type Questions)

5 x 6=30

7. Explain the condition for snowball sampling   (5)
8. Explain the purpose of a questionnaire.   (5)
9. Recommend the various precautions of writing a research report.   (5)
10. Describe research methods and research methodology.   (5)
11. Explain the importance of research design.   (5)
12. Summarize the various types of reports available.   (5)

OR

Justify different types of formats of business report.   (5)

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