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BBA. 4th Semester (N.S.) 2014-17 Examination,
May-2025

BUSINESS RESEARCH METHODS

Paper-BBAN-403

Time allowed : 3 hours] [Maximum marks : 80

Note : Attempt any five questions in all by selecting one question from each unit. Question No. 1 is compulsory.

Section-A

1. Explain the following concepts : 8×2=16
- (a) Independent variable
 - (b) Experimental Research
 - (c) Sampling
 - (d) Primary Data
 - (e) Questionnaire
 - (f) Research Report

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(g) Research Process

(h) Data Analysis

Section-B

Unit-I

2. What are the types of Research Proposal ? Explain the purpose of Writing Research Proposal. 16
3. Describe the process of Research Methodology and its significance. 16

Unit-II

4. Explain the basic issues in experimental research design. 16
5. Give the Classification and elements of Research Design. Explain in detail. 16

Unit-III

Explain Sampling Procedure and techniques. 16

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7. Write short note on : 2×8=16

- (i) Questionnaire
- (ii) Methods of data collection.

Unit-IV

8. Discuss univariate and bivariate tests of statistical significance in data Analysis. 16
9. Write note on : 2×8=16
- (i) Research Report
 - (ii) Data Analysis

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