

---

**UTTARAKHAND OPEN UNIVERSITY, HALDWANI (NAINITAL)**

---



**Programme Name-BBA-Fourth Semester**  
**Programme Code-BBA -12**  
**Course Name- Business Research Methods**  
**Course Code-BBA404**  
**Maximum Marks-40**  
**Session -2014-15, Summer**  
**Last Date of Submission: 15 July, 2015**

---

**Section-A**

**Section 'A' contains 08 short answer type questions of 5 marks each. Learners are required to answers 4 questions only. Answers of short answer-type questions must be restricted to 250 words approximately.**

**Discuss the following (1-8) –**

1. Purpose of research
2. Chi-Square Analysis
3. F-test
4. Significance of diagrams and graphs
5. Principles of writing a report
6. Secondary sources of data
7. Characteristics of a good sample
8. Classifications of measurement scales.

**Section-B**

**Section 'B' contains 04 long answer-type questions of 10 marks each. Learners are required to answers 02 questions only.**

1. Describe the questionnaire method of collecting data and explain its advantages and disadvantages.
2. Discuss probability and non-probability sampling techniques.
3. Discuss the different types of research design.
4. Marks for science subject for a class of 50 students are given. Arrange these marks systematically in the form of frequency distribution. From the systematically developed frequency distribution, prepare Percentage Cumulative Frequency Curve or Ogive.  
41, 32, 38, 43, 40, 52, 35, 49, 55, 53, 39, 50, 54, 36, 28, 48, 51, 45, 42, 44, 46, 42, 49, 46, 48, 43, 45, 39, 36, 40, 38, 40, 37, 35, 44, 46, 30, 41, 37, 41, 50, 47, 47, 43, 39, 44, 39, 33, 42, 36.