



उत्तराखंड मुक्त विश्वविद्यालय हल्द्वानी (नैनीताल)

Programme Name-BBA-Fourth Semester

Programme Code-BBA-12

Course Name- Business Research Methods

Course Code-BBA404

Maximum Marks-40

Session -2015-16, Summer

Last Date of Submission: 15th May, 2016

Section-A

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

Discuss the following (1-8) –

1. Nature of Research
2. Types of Data
3. Probability and Non Probability Sampling
4. Multi Stage Sampling
5. Measurement Scale
6. Chi-Square Analysis
7. Measuring the Cyclical Effect
8. Exponential Distribution

Section-B

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

1. Discuss the role and scope of quantitative methods for scientific decision making in business management.

2. Explain how you would attempt to write a research report, what could be its structure and general format.
3. Describe the questionnaire method of collecting data and explain its advantages and disadvantages.
4. Explain the meaning of the term 'Random Variable'. Briefly describe the various techniques of assigning probabilities to the different values of the random variable.

