



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 -2016-17, Summer

Last Date of Submission: 31st May, 2017

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. Research Objectives.
2. Types of data.
3. Significance of diagrams and graphs.
4. Formats of Reports.
5. Primary Sources of data.
6. Probability and Non Probability Sampling.
7. Research Design for Exploratory Research Design.
8. Trend Analysis.

Section-B

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

1. Write in detail about some areas of business operations where statistics is extensively used?

2. Explain how you would attempt to write a research report, what could be its structure and general format.
3. What are the techniques by which scales are developed? What are the advantages and disadvantages of the Likert –type scale?
4. State the distinctive features of the Binomial, Poisson and Normal Probability distributions. When does a binomial distribution tend to become a Normal and a Poisson distribution?

