Business Reasearch Methods(BBA401)

Question Bank

Qs no.1 (Short Notes):

a) What is research methodology?

 b) What are different secondary data sources? Give examples

 c) Differentiate between hypothesis and proposition.

 d) What is the importance of review of literature in research?

e) What is difference between management and research problem?

 f) What are different types of probability sampling? Give examples.

 g) Discuss steps in editing of data?

 h) What are type 1 and type II errors?

i) Discuss characteristics of good questionnaire.

 j) What is exploratory research design?

 2. Discuss process of research while highlighting the types of research.

 3. Discuss the relationship between research problem and choice of research design. Differentiate between three types of research designs.

4. Highlight various methods used in selecting a sample from the population. Point out their merits and demerits.

5. Write short notes on following :

a. Types of questionnaires

b. b. Demerits of secondary data.

 6. Differentiate between nominal, ordinal, interval and ratio scale. Which is best suited to measure attitude? Why? Give examples.

7. Discuss in detail the process of designing a questionnaire.

8.

 a) What are the characteristics and functions of a research report?

b) Give an account of the contents of a research report.

9. Data processing is an intermediary stage of work between data collection and data analysis. Explain the statement by enumerating the various operations involved in it.