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NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA
(An Autonomous Institute Affiliated to AKTU, Lucknow)

BBA

SEM: IV - THEORY EXAMINATION (2025 - 2026)

Subject: Business Research Methods

Time: 2.5 Hours

Max. Marks: 60

General Instructions:

IMP: Verify that you have received the question paper with the correct course, code, branch etc.

1. This Question paper comprises of three Sections -A, B, & C. It consists of Multiple Choice Questions (MCQ's) & Subjective type questions.

2. Maximum marks for each question are indicated on right -hand side of each question.

3. Illustrate your answers with neat sketches wherever necessary.

4. Assume suitable data if necessary.

5. Preferably, write the answers in sequential order.

6. No sheet should be left blank. Any written material after a blank sheet will not be evaluated/checked.

SECTION-A

15

1. Attempt all parts:-

(1.1) Basic research is mainly done to: (CO1, K1)

1

- (a) Sell products
- (b) Solve only business problems
- (c) Build knowledge and theory
- (d) Make advertisements

(1.2) Identify the main role of research questions. (CO2, K2)

1

- (a) To confuse the researcher
- (b) To guide the study
- (c) To replace data
- (d) To remove topic

(1.3) Select the main purpose of sampling. (CO3, K2)

1

- (a) To avoid research
- (b) To increase cost
- (c) To remove data
- (d) To study a group easily

(1.4) Choose the nature of a good hypothesis. (CO4, K1)

1

- (a) Clear and testable
- (b) Very confusing
- (c) Unrelated
- (d) Emotional

(1.5) Choose the correct meaning of annexure. (CO5, K1)

1

- (a) Main title
- (b) Final result
- (c) Research question
- (d) Extra supporting material

2. Attempt all parts:-

- (2.1) List two features of good research. (CO1, K1) 2
- (2.2) Mention two steps in problem formulation. (CO2, K1) 2
- (2.3) State two examples of probability sampling. (CO3, K1) 2
- (2.4) Define hypothesis. (CO4, K1) 2
- (2.5) Define annexure. (CO5, K1) 2

SECTION-B

15

3. Answer any three of the following:-

- (3.1) Describe the main objectives of research. (CO1, K2) 5
- (3.2) Describe the structure of a research proposal. (CO2, K2) 5
- (3.3) Describe the features of a good questionnaire. (CO3, K2) 5
- (3.4) Differentiate between Type I error and Type II error. (CO4, K2) 5
- (3.5) Explain COPE guidelines in simple language. (CO5, K2) 5

SECTION-C

30

4. Answer any one of the following:-

- (4.1) Discuss research as a systematic process for solving problems. (CO1, K2) 6
- (4.2) Differentiate between exploratory, descriptive, and causal research. (CO1, K2) 6

5. Answer any one of the following:-

- (5.1) Analyze the importance of a clear research problem in research success. (CO2, K4) 6
- (5.2) Develop simple research questions for a study on customer satisfaction. (CO2, K6) 6

6. Answer any one of the following:-

- (6.1) Discuss simple random, stratified, and cluster sampling with examples. (CO3, K2) 6
- (6.2) Explain the importance of primary and secondary data in research. (CO3, K2) 6

7. Answer any one of the following:-

- (7.1) Discuss hypothesis formulation as an important step in research. (CO4, K2) 6
- (7.2) Calculate range and mean for the values 15, 20, 25, 30, and 35. (CO4, K3) 6

8. Answer any one of the following:-

- (8.1) Prepare a simple ethical checklist for conducting research. (CO5, K3) 6
- (8.2) Analyze the responsibilities of a researcher during data collection and reporting. (CO5, K6) 6