BBA 4th Semester Examination
June 2014
Subject – Business Research Methodology
Subject Code - MSL 210

Time Allowed: 03 hours. Maximum Marks: 100

Before answering the question paper the candidate should ensure that they have been supplied the correct question paper. Complaints in this regard, if any, shall not be entertained after the examination.

Note: All questions carry equal marks. Ques. No. 1 is Compulsory and attempt two questions from each section.

1. (a) Distinguish between research methods and research methodology.  
   (b) How research and scientific methods are closely related.  
   (c) What is probability sampling?  
   (d) Explain the types of research reports. (5x4=20)

SECTION – A

2. What is experimental research design? Explain. (20)
   (a) formal experimental design  
   (b) informal experimental design

3. Explain the procedure of Likert scale with example problem “impact of mass-media on students”. (20)

4. Explain methods of data collection. (20)
   (a) Primary methods  
   (b) Secondary methods

SECTION – B

5. Explain the procedure of hypothesis testing. (20)

6. Explain process of report writing. (20)

7. Write short notes (10x2=20)
   (a) Principal of randomization and replication  
   (b) Tabulation of data