

# END TERM EXAMINATION

THIRD SEMESTER [BBA] DECEMBER 2025-JANUARY 2026

Paper Code: BBA-205

Subject: Business Research Methodology

BBA-211

BBA(B&I)-205

BBA(B&I)-209

BBA(CAM)-205

Time: 3 Hours

Maximum Marks: 60

Note: Attempt all questions as directed. Internal choice is indicated.

- Q1 Attempt **any five** of the following questions (Not exceeding 150 words): (4x5=20)
- a) Differentiate between descriptive and causal research
  - b) What are Constructs? How are they different from Attributes?
  - c) Compare and contrast qualitative and quantitative data.
  - d) Write briefly about the Observation Method
  - e) Differentiate between uni-dimensional and multidimensional scales.
  - f) Write a brief note on t-test.
  - g) Explain the significance of plagiarism check.
  - h) Discuss the ethical considerations in research reporting.
- Q2 Discuss the unit of analysis at individual, group, and organizational levels with suitable examples. (10)
- OR**
- Q3 Outline the steps in the research process. Provide a detailed example of how these steps can be applied to a real-world problem. (10)
- Q4 Differentiate between field survey and laboratory study. Explain the purpose of each. Provide examples of their application. (10)
- OR**
- Q5 Explain the advantages and limitations of using panel studies to understand consumer behavior. Discuss how data-based research supports business strategies. (10)
- Q6 Briefly explain Likert, Thurston, and Semantic Differential Scale with an appropriate example of each (10)
- OR**
- Q7 Explain the hypothesis formulation process and evaluate the use of statistical tests like regression and ANOVA in testing hypotheses. Provide relevant examples. (10)
- Q8 Discuss the significance of annexures, citations, and bibliography in research reports. How do they enhance the credibility of research? (10)
- OR**
- Q9 Analyze the essentials of a good research report and suggest best practices for ensuring clarity, accuracy, and professionalism in report presentation. (10)

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P-1/1

