

MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY, WEST BENGAL

Paper Code: BBA 301 Business Research Methods

Time Allotted: 3 Hours Full Marks: 70

The Figures in the margin indicate full marks.

Candidate are required to give their answers in their own words as far as practicable

Group-A (Very Short Answer Type Question)

1. Answer any ten of the following: [1 x 10 =			
	(f)	What is quantitative research?	
	(H)	Comparisons of non-statistical variables are performed under which method of literature review?	
	(111)	The term "data" came from the Latin root term-	
	(IV)	Increasing the sample size has the following effect upon the sampling error?	
	(Y)	The two important components of research responsibility are: sincerity in work and avoiding	·
	(VI)	What is pure research?	
	(VII)	Sample is regarded as a subset of?	
	(VI II)	is not a kind of plagiarism?	
	(DC)	What is meta analysis in research?	
	· (X)	Literature review is not similar to ————	
	· (XI)	What is a literature review?	
	, (XII)	Structured observation is a part of –	
Group-B (Short Answer Type Question)			
		Answer any three of the following	${5 \times 3 = 15}$
2.	Writ	e down the concept of literature review.	[5]
3.	Expl	lain in brief questionnaire and scheduled in sample designing.	[5]
4.	Writ	e a short note on research approaches.	[5]
5.	Write	e a short note on plagiarism in literature review.	[5]
6.	Expl	lain the characteristics of quantitative data.	[5]
		Group-C (Long Answer Type Question)	
		Answer any three of the following	$[15 \times 3 = 45]$
7.	Expl	ain the different sources of data collection.	[15]
8.	Expl	ain the types of sampling design.	[15]
9.		pirical research in India in particular creats so many problems for the researchers." State the problems thusually faced by the researchers.	
10.	(a) S	State the difference between primary data and secondary data.	[7]
		Explain the methods of research.	[8]
11.	(a) [Define business research.	[3]
	(b) E	Explain the process for hypothesis formulation.	[12]

*** END OF PAPER ***