

Total number of printed pages-4

47 (4) BBA-HG-4046

2023

**BUSINESS RESEARCH**

Paper : BBA-HG-4046

Full Marks : 80

Time : Three hours

***The figures in the margin indicate full marks for the questions.***

1. (A) Fill in the blanks :  $1 \times 5 = 5$

(i) \_\_\_\_\_ sampling involves fixation of certain quotas for selection of samples from the study population.

(ii) \_\_\_\_\_ is the process of classifying answers to a question into meaningful categories.

(iii) The objective of \_\_\_\_\_ research is to describe something in a problem or situation.

(iv) Sample is a \_\_\_\_\_ of population.

Contd.

- (v) Primary data are those data which are collected for the \_\_\_\_\_ time for a research study.

(B) State 'True' or 'False':  $1 \times 5 = 5$

- (i) Ordinal scales are not ranking scales.
- (ii) Every member of the population is tested in a sample survey.
- (iii) Focus group interviews cannot be used in case of Marketing Research.
- (iv) 't-test' can't be used for hypothesis testing.
- (v) Ratio scales have an absolute or true zero of measurement.

2. Answer the following:  $2 \times 5 = 10$

- (i) What is secondary data?
- (ii) What is depth interview?
- (iii) What is sampling?
- (iv) What is a 'close ended' question?
- (v) What is meant by hypothesis?

3. Answer **any four** from the following:

$5 \times 4 = 20$

- (i) What are the contents of a research report? Briefly discuss.
- (ii) Explain the importance of Marketing Research.
- (iii) What are the advantages of primary data?
- (iv) State the different types of observation.
- (v) State the advantages of sampling.
- (vi) What is meant by tabulation in case of Marketing Research?

4. Answer **any five** from the following questions:  $8 \times 5 = 40$

- (i) What is marketing research? Discuss its importance.  $2 + 6 = 8$
- (ii) "The survey method of obtaining information is based on questioning the respondents" — Explain.
- (iii) How is probability sampling different from non-probability sampling?



(iv) What are the techniques of sampling ?  
Elaborate.

(v) What is a questionnaire ? Discuss  
various advantages of a questionnaire.  
2+6=8

(vi) Discuss the various sources of  
secondary data.

(vii) What is primary data ? Explain various  
means for collection of such data.  
2+6=8

(viii) Explain various types of research  
reports in case of Marketing Research.

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