

Satyug Darshan Institute of Engineering & Technology, Faridabad

Department of Management Studies

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Programme: BBA IIFSB	Year & Semester: IInd Year , IV Semester
Course Name: BUSINESS RESEARCH METHODS	Course Code: BBG-206-V
Prepared by: Dr. Sneha Sharma	

Unit I

Short answer questions

Q.N.	Question	KL
1	Define the term Research	KL1
2	Differentiate between Research Methods & Research Methodology.	KL4
3	List any two approaches of Research.	KL1
4	Discuss the criteria of good research.	KL2
5	State in brief Descriptive research	KL1

Long answer questions

Q.N.	Question	KL
1	Define the challenges in conducting social science research in India.	KL1
2	Explain the process of research in detail with examples.	KL2
3	Describe various approaches of research in detail with examples.	KL2
4	Define research. Explain the types of research in detail.	KL1
5	Describe the objectives and significance of research.	KL2

Unit II

Short answer questions

Q.N.	Question	KL
1	State the term research design.	KL1
2	Define Experimental Research.	KL1
3	Explain the term Literature review.	KL2
4	Discuss the concept of research problem.	KL2
5	Describe the term exploratory research.	KL2

Long answer questions

Q.N.	Question	KL
1	Describe the features of good research design.	KL2
2	Define the term research problem. Explain in detail the process of formulation of research problem.	KL1
3	Discuss the components of research problem.	KL2
4	Explain the types of research design in detail.	KL2
5	Differentiate exploratory and experimental research. Explain the methods of exploratory research with examples.	KL4

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Unit III

Short answer questions

Q.N.	Question	KL
1	Define Census.	KL1
2	List any two principles of Sampling.	KL1
3	Define Sample.	KL1
4	Discuss the Population.	KL2
5	Explain the term Convenience Sampling.	KL2

Long answer questions

Q.N.	Question	KL
1	Illustrate the methods of Simple random sampling in detail.	KL3
2	Explain the process determination of Sampling.	KL2
3	Discuss the methods of non- probability Sampling.	KL2
4	State the essentials of good Sampling.	KL2
5	Discuss the need and significance of Sampling in detail.	KL2

Unit IV

Short answer questions

Q.N.	Question	KL
1	Distinguish between short and long reports.	KL4
2	Define research proposal.	KL1
3	Explain the concept of secondary data.	KL2
4	Discuss the merits of Primary Data.	KL2
5	State the term Research Report.	KL1

Long answer questions

Q.N.	Question	KL
1	Define Research Report. Explain the Components of Research report in detail.	KL1
2	Describe the steps in writing a report.	KL2
3	Explain the methods of collection of Primary Data with examples.	KL2
4	Discuss in detail the use of computer and Internet in collection of Data.	KL2
5	Explain the limitations of Primary and Secondary Data.	KL2