



RAN-2108000405020002

T.Y.BBA (Sem.-V) Examination November - 2025
Business Research (502)

Time: 3 Hours]

[Total Marks: 70

સૂચના : / Instructions

- (1) ઉપરોક્ત દર્શાવેલ વિગતો ઉત્તરવહી પર અવશ્ય લખવી.
Fill up strictly the above details on your answer book
- (2) Write to-the-point answers.
- (3) Check the options clearly before attempting.
- (4) Figures to the right indicate marks allotted to that question.
- (5) Draw diagram wherever necessary.

Seat No.:

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Student's Signature

Q.1. Answer the following questions in brief. (Any seven)

14

1. Explain Business Research.
 2. Explain Cross Sectional Research Vs. Longitudinal Research.
 3. Difference between terms: "Data" and "Information"
 4. What is Funnel sequence in Questionnaire? Give an Example
 5. What is the importance of pre-testing (Pilot Testing) of questionnaire?
 6. Match the following.
- | | | | |
|---|----------------|---|-------------------------------|
| A | Nominal Scale | 1 | Temperature |
| B | Ordinal scale | 2 | Price of the product |
| C | Interval scale | 3 | Jersey Number of a footballer |
| D | Ratio Scale | 4 | Percentiles of Students |
7. Mention any two differences between population and census.
 8. Explain Transcribing of Data.
 9. What do you mean by Sampling?
 10. Mention the Factors affecting Sample Size determination.
 11. What is data coding?
 12. Explain independent and dependent variables with suitable example

Q.2. Explain Basic research Vs. Applied Research. Also explain Business Process in detail giving suitable examples.

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OR

- Q.2.** a. Explain characteristics of Good Scientific Research
b. Explain Exploratory research Design in detail.

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Q.3. Explain advantages and limitations of observation Method

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OR

Q.3. Compare and evaluate various survey methods on following parameters.

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- Social desirability
- Perceived Anonymity
- Response Rate
- Control on data collection environment
- Diversity of questions
- Sample control

- Q.4.** Discuss Non-Comparative Scales with Examples in detail. **14**
- OR**
- Q.4.** Explain Probability Sampling Methods in Detail. **14**
- Q.5.** **Answer the following questions. (Any Two)** **14**
- a. What care should be taken while deciding wordings of the questionnaire?
 - b. Draft any five questions (excluding demographic questions) for studying satisfaction of students towards their academic institution (College).
[STRICTLY DO NOT MENTION NAME OF YOUR COLLEGE]
 - c. Types of research reports
 - d. Data editing and transcribing
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