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Register Number:

DATE:

**ST. JOSEPH’S COLLEGE (AUTONOMOUS), BANGALORE-27**

**BBA/BBASF- IV SEMESTER**

**SEMESTER EXAMINATION: APRIL 2022**

(Examination conducted in July-August 2022)

**BBA 4119/BBASF 4119: Business Research**

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| **Time : 2 ½ hr** |  | **Max Marks-70** |  |
|  |  | **( This paper contain two printed sheet with four parts )** |  |

**Section A**

1. **Answer any five of the following. 5x2=10 Marks**
2. Define business research.
3. What is Review of literature?
4. What is research design?
5. Give the meaning of pilot study.
6. Mention any four types of hypothesis.
7. What is bibliography ? Give an example.

**Section B**

1. **Answer any Three of the following: 3x5=15 Marks**
2. Discuss the process of research in detail.
3. Outline the types of secondary data collection methods.
4. Explain the characteristics of hypothesis.
5. Write a note on T-test and Z-test with examples.

**Section C**

1. **Answer any Two of the following: 2x15=30 Marks**
2. Explain the various types of research in detail with a suitable example.
3. Discuss in detail the probability and non-probability sampling techniques with a suitable example.
4. What is research report? Explain the different types of research report and also write any five precautions while writing research reports.

**Section D**

1. **Answer the following 1x15=15**

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Chandigarh is an upcoming cosmopolitan city in the north of India. It attracts people from all over the country and has people with varied culture and interests. With higher income at their disposal, the people of Chandigarh are now changing than ever, to undertake various tours across the country. There are several Travel agencies and Tour/Travel operators in the city. Sharma Travels had started its business just few long ago and was excepting to double or trible its business in the coming festive season or the later holiday season. In this highly competitive business arena, Mr. Sharma has decided to conduct a survey to determine how much business Chandigarh has to offer and also wanted to know whether the residents are aware of Sharma Travels. He thought that this survey would also determine the effectiveness of his advertising strategies. Besides the above aspects, Mr. Sharma wants to gain additional knowledge on several facets such as peoples’ travelling options, frequency of travel, their budgets, their satisfaction / dissatisfaction levels with their present travel agencies and other related characteristics. Which you think might be of additional help to Mr. Sharma in his venture.

YOU as a student of Business research are required to design a detailed questionnaire to satisfy Mr. Sharma’s queries on the above mentioned aspects besides other than such as demographics etc.

**Answer the following :**

a). Design a questionnaire for Mr.Sharma on the above factors with open-ended and close ended questions.( 10 Marks )

b). Explain the other primary and secondary sources of data for Sharma Travels. ( 5 Marks )