



# UNIVERSITY OF THE PUNJAB

Fifth Semester – 2019

Examination: B.S. 4 Years Program

Roll No. in Fig. ....

Roll No. in Words. ....

**PAPER: Business Research Methods**  
**Course Code: BBA-302 Part-I (Compulsory)**

**MAX. TIME: 15 Min.**

**MAX. MARKS: 10**

.....  
Signature of Supdt.:

**Attempt this Paper on this Question Sheet only.**

**Please encircle the correct option. Division of marks is given in front of each question.**

**This Paper will be collected back after expiry of time limit mentioned above.**

**Q.1. Encircle the right answer, cutting and overwriting is not allowed. (1x10=10)**

1. The degree of exactness or exactitude in scientific research is known as
  - a) Purposiveness
  - b) Rigour
  - c) Objectivity
  - d) Testability
2. The artificial study setting is known as
  - a) Artificial study
  - b) Contrived
  - c) Non-contrived
  - d) Both a and b
3. A scale that measures both the direction and intensity of the attributes of a concept
  - a) Staple scale
  - b) Dichotomous scale
  - c) Likert scale
  - d) Constant sum rating scale
4. A subset or subgroup of the population chosen for study
  - a) Subject
  - b) Sample
  - c) Population frame
  - d) Element
5. The hypothesis “what is the distribution of hypertensive patients by income level?” is an example of
  - a) Descriptive hypothesis
  - b) Relational hypothesis
  - c) Correlational hypothesis
  - d) Causal hypothesis
6. The most powerful scale:
  - a) Nominal scale
  - b) Ordinal scale
  - c) Interval scale
  - d) Ratio scale

**P.T.O.**

7. **The paired comparison scale is used when, among a small number of objects, respondents are asked to choose between \_\_\_\_\_ objects at a time.**
- a) Two
  - b) Three
  - c) Four
  - d) None of these
8. \_\_\_\_\_ **is a test of how consistently a measuring instrument measures whatever concept it is measuring.**
- a) Validity
  - b) Reliability
  - c) Content validity
  - d) Construct validity
9. **A question that lends itself to different possible responses to its subparts is called a:**
- a) Loaded question
  - b) Leading question
  - c) Double-barreled question
  - d) Ambiguous question
10. **Collecting the necessary data without becoming integral part of the organizational system:**
- a) Participant-observer
  - b) Non participant-observer
  - c) Assistant observer
  - d) None of these



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Fifth Semester – 2019

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PAPER: Business Research Methods

Course Code: BBA-302 Part – II

MAX. TIME: 2 Hrs. 45 Min.

MAX. MARKS: 50

**ATTEMPT THIS (SUBJECTIVE) ON THE SEPARATE ANSWER SHEET PROVIDED**

Q.No.2. Define the followings:

(10x2= 20)

- i. What is descriptive research?
- ii. Define Simple Random Sampling?
- iii. Define ratio scale with the help of an example.
- iv. Differentiate between cross sectional and longitudinal research.
- v. Explain semi structured interview.
- vi. What is meant by deductive reasoning?
- vii. Write down two advantages and two disadvantages of external researcher.
- viii. Explain funneling technique of questioning?
- ix. Explain any two possible threats to internal validity in experimental design.
- x. Pros and Cons of observational studies

Q.No.3. What is hypothetico-deductive method of research? Explain the steps involved in this method of research with the help of an example. (10)

Q.No.4. What is reliability and validity in research? How can you assess the reliability and validity of qualitative research? (10)

Q.No.5. What is stratified sampling technique? What are its different types? Give an example of a situation where you would use stratified sampling. (10)