

## UNIVERSITY OF THE PUNJAB

B.S. 4 Years Program / Fifth Semester - Spring 2022

Paper: Business Research Methods Course Code: BBA-302

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Roll No	
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Time: 3 Hrs	Marks: 60

## THE ANSWERS MUST BE ATTEMPTED ON THE ANSWER SHEET PROVIDED

## Q.1. Answer the following short questions:

(15x2=30)

- 1. Stratified simple random sampling
- 2. SPSS stands for
- 3. Correlation
- 4. Hypothesis
- 5. Inductive reasoning
- 6. Moderating variable
- 7. Mediating variable
- 8. Experimental research
- 9. Quantitative research
- 10. Research population
- 11. When to use regression
- 12. Operationalization
- 13. What is significance of research
- 14. Problem statement
- 15. Define reliability

## Q.2. Answer the following questions.

- 1: Discuss research procedure in detail with examples? (10)
- 2: When a researcher needs to use probability sampling? Also discuss its various types? (4+6)
- 3: What is the difference between experimental and observational research? Discuss briefly while giving examples for both the studies? (5+5)