

Dr. Babasaheb Ambedkar Open University
Term End Examination February – 2026

Course	: BBA	Date	: 18-Feb-26
Subject Code	: BBAR24401	Time	: 03:00pm to 05:15pm
Subject Name	: Basics of Research Methods	Duration	: 02.15 Hours
		Max. Marks	: 70

Q-1. Explain the objectives, nature and importance of business research. **14**

OR

Write a detailed note on research problem including its sources, identification, types and formulation.

Q-2. What is research hypothesis? Discuss its sources, characteristics, types and functions. **14**

OR

Write a detailed note on field research design.

Q-3. Discuss different types for test of sound measurement. **14**

OR

Write a note on questionnaire including types, process and factors affecting.

Q-4. Explain in detail structured and unstructured interviews. **14**

OR

Discuss the steps in preparation of table. Explain the general principles and methods of tabulation.

Q-5. Write Short Notes on: (Any two) **14**

1. Difference between research methods and research techniques
2. Sources of literature
3. Non-probability/Non-random sampling methods
4. Advantages and disadvantages of secondary data
5. Advantages of pilot study
