

Answer the following short-answer questions in a few sentences each.

6. Explain the concept of sampling error and how it can affect research results. (8 marks)

****Answer**:** Sampling error is the difference between a sample statistic and the true population parameter it represents. It can occur due to random chance and can lead to inaccuracies in research findings. Larger sample sizes generally reduce sampling error.

7. What is a dependent variable, and why is it important in research? (8 marks)

****Answer**:** A dependent variable is the variable being studied and measured in a research study. It is important because it represents the outcome or effect that the researcher wants to understand or explain. Changes in the dependent variable are often attributed to the independent variable(s) in a study.

8. Discuss the advantages and disadvantages of using surveys as a data collection method. (12 marks)

****Answer**:** Surveys offer advantages such as efficiency, data standardization, and the ability to collect data from a large number of respondents. However, they have disadvantages like limited depth of information, potential for response bias, and difficulty in exploring complex issues.

9. What is a research hypothesis, and how does it differ from a research question? (8 marks)

3. Develop research objectives and hypotheses. What do you want to learn from your research? What are your predictions about the relationships between the variables you are studying?
 4. Choose a research design and data collection methods. How will you collect the data you need to answer your research questions and test your hypotheses?
 5. Collect and analyze the data. Once you have collected the data, you need to clean it, organize it, and analyze it using appropriate statistical methods.
 6. Interpret the results and draw conclusions. What do your findings mean? What are the implications of your research for theory and practice?
 7. Communicate your findings. You should communicate your findings to other researchers and practitioners through publications, presentations, and other means.
2. The different types of research biases include:
1. Selection bias. This occurs when the sample is not representative of the population.
 2. Measurement bias. This occurs when the research instrument is invalid or reliable.
 3. Response bias. This occurs when respondents do not answer questions accurately or honestly.
 4. Interviewer bias. This occurs when interviewers influence the responses of participants.
 5. Researcher bias. This occurs when the researcher's personal beliefs or expectations

Section A: Multiple Choice

1. Which of the following is NOT a type of business research?

(a) Exploratory research (b) Descriptive research (c) Causal research (d) Prescriptive research

Answer: (d) Prescriptive research

2. Which of the following is a quantitative research method?

(a) Focus group (b) Interview (c) Survey (d) All of the above

- Informed consent: The marketing department should inform participants in the research study of the purpose of the study and the risks and benefits of participation.
- Confidentiality: The marketing department should protect the confidentiality of the data they collect.
- Objectivity: The marketing department should strive to be objective and unbiased in their research.

PAPER # 4

Sample Complete Exam Paper for Business Research Methods in BBA

Part A: Short Answer Questions (10 marks each)

1. What is business research?
2. What are the different types of business research?
3. What is the difference between a research objective and a research hypothesis?
4. What are the different types of data collection methods?
5. What is the difference between probability and non-probability sampling?
6. What are the different types of research designs?
7. What is the purpose of data analysis?
8. What is the difference between descriptive and inferential statistics?
9. What are the different types of business research reports?
10. What are the ethical considerations in business research?

Answers:

1. Business research is the systematic process of collecting, analyzing, and interpreting data to answer business questions.
2. The different types of business research include exploratory research, descriptive research, and causal research.
3. A research objective is a statement of what the researcher wants to achieve with their study. A research hypothesis is a specific prediction about the outcome of the study.

4. The different types of data collection methods include surveys, interviews, focus groups, observation, and secondary data analysis.
5. Probability sampling is a method of sampling in which every member of the population has a known chance of being selected. Non-probability sampling is a method of sampling in which not every member of the population has an equal chance of being selected.
6. The different types of research designs include experimental research, quasi-experimental research, and non-experimental research.
7. The purpose of data analysis is to identify patterns and trends in the data and to draw conclusions about the population being studied.
8. Descriptive statistics are used to summarize and describe the data. Inferential statistics are used to draw conclusions about the population based on a sample of the population.
9. The different types of business research reports include research proposals, research reports, and executive summaries.
10. The ethical considerations in business research include informed consent, confidentiality, and deception.

Part B: Essay Questions (20 marks each)

1. Discuss the importance of business research in making managerial decisions.
2. Explain the different steps involved in the research process.
3. Compare and contrast the different types of research designs.
4. Describe the different data collection methods and discuss their advantages and disadvantages.
5. Discuss the different types of data analysis techniques and explain how they can be used to answer business research questions.

Answers:

1. Business research is important in making managerial decisions because it can help managers to:
 - Identify problems and opportunities.
 - Understand the needs and wants of customers.