

COURSE CODE (CREDITS): 24 BB1HS411 (4)

MAX MARKS: 35

COURSE NAME: Business Research

COURSE INSTRUCTOR: Anupriya Kaur

MAX. TIME: 2 Hours

Note: (a) All questions are compulsory.

(b) The candidate is allowed to make Suitable numeric assumptions wherever required for solving problems

(c) Use of calculator is not allowed

Q.No	Question	CO	Marks
Q1	(a) Explain the purpose of the Executive summary/Abstract in a research report. What are the key elements it must contain? Why is it written last despite appearing first? (b) Distinguish between a 'simple table' and a 'two-way table.' Give one example of each.	CO4	7
Q2	Explain the concept of measurement in marketing research. How does scaling help in converting qualitative attributes into quantitative data? Illustrate with suitable examples.	CO2	7
Q3	A retail company plans to study why customers abandon their online shopping carts before completing a purchase. Before designing the questionnaire, the research team decides to clearly identify the specific information required in line with the research objectives. In the context of the above situation, explain the importance of the pre-construction phase of questionnaire design. Discuss how clearly defining research objectives, theoretical framework, research questions, and hypotheses can improve questionnaire effectiveness. Also comment on the role of exploratory research and the possible consequences of poor conceptualization on time, cost, and quality of research outcomes.	CO3	7
Q4	(a) What is a Type I error in hypothesis testing? Explain its relationship with the level of statistical significance (α). (b) A café owner believes that introducing live music on weekends increases customer footfall. To examine this, data on the average number of customers before and after introducing live music is collected. Based on the above case, frame suitable null and alternative hypotheses for testing whether live music has significantly increased customer footfall and recommend the type of statistical test.	CO3	7
Q5	A university wants to study student performance and satisfaction in its newly introduced blended learning program. Data is collected from students across different departments and modes of learning. Information such as marks scored in the final examination, gender, type of learning mode attended, department, and satisfaction level with the program is recorded. Based on the above case, frame suitable research objectives for applying the following statistical techniques: i. Independent Sample t-Test ii. Two-Way ANOVA iii. Chi-Square Test of Association.	CO3	7