

JAYPEE UNIVERSITY OF INFORMATION TECHNOLOGY, WAKNAGHAT

TEST -3 EXAMINATION- 2025

BBA Semester IV

COURSE CODE (CREDITS): 24BB1HS411 (4)

MAX. MARKS: 35

COURSE NAME: Business Research

COURSE INSTRUCTORS: 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

Q.No	Question	CO	Marks
Q1	In the rapidly evolving business environment, decision-making driven by intuition alone is no longer sufficient. Discuss the importance of Business Research in light of this statement.	CO1	5
Q2	What is personal observation and under what circumstances is this a preferred option by a business researcher?	CO2	6
Q3	What is causality? Explain the four formal conditions for causality?	CO3	6
Q4	Using examples explain the following terms: a. Two-group, before-after design b. Two-group, after-only design c. Solomon four-group design	CO3	6
Q5	What is the concept of test marketing in business research? What are the different kinds of test markets?		6
Q6	What are the important components of a good research report? Provide suitable examples.	CO4	6