

IMBA in FM/HRPA/BM/BEM Sem.-4 (Rep.) Examination**BEM/HR/FM/BBA_DSE_3****B. R. M.****Time : 2-30 Hours]****May-2025****[Max. Marks : 70**

- Q.1 What is Research? Explain the types of research in detail. (14)
- Q.2 Which are levels of measurement? Explain all of them in detail (14)
- Or
- Q.2 Explain the methods of collecting primary and secondary data (14)
- Q.3 Describe the various non- probability sampling techniques with examples in detail. (14)
- Or
- Q.3 Discuss the features of a good research design. Differentiate between qualitative and quantitative research approaches. (14)
- Q.4 Why is report writing important in research? Explain the structure of a research report. (14)
- Or
- Q.4 Distinguish between bibliography and references. Write briefly on different citation styles used in academic reports. (14)
- Q.5 Prepare a questionnaire to know Customer Satisfaction with Online Food Delivery Services (14)
-