

JAYPEE UNIVERSITY OF INFORMATION TECHNOLOGY, WAKNAGHAT

TEST -1 EXAMINATION- 2025

BBA-IV Semester

COURSE CODE (CREDITS): 24 BB1HS411 (4)

MAX. MARKS: 15

COURSE NAME: Business research

COURSE INSTRUCTORS: Anupriya Kaur

MAX. TIME: 1 Hour

*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	How can a learner systematically analyze and apply business research methods? Develop a structured roadmap that demonstrates the key stages of learning and mastering business research methods."	CO1	5
Q2	Establish the difference between nominal scale, ordinal scale, interval scale, and ratio scale with the help of suitable examples.	CO2	5
Q3	TechNova Solutions, a mid-sized IT company, has been experiencing high employee turnover. The HR department suspects that job satisfaction may be a key factor and wants to conduct a survey to understand employee sentiments better. As an HR analyst, design a questionnaire using a Likert scale to assess employees' satisfaction levels covering key aspects. Also distinguish between profile analysis and summated analysis	CO2	5