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 **PRESIDENCY UNIVERSITY**

 **Bengaluru**

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| **End - Term Examinations – January 2025** |
| **Date:** 04- 01- 2025 **Time:** 1:00 pm – 04:00 pm |

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| **School:** SOC | **Program:** BBA |
| **Course Code:** BBA2040 | **Course Name:** Introduction to Research |
| **Semester:** III | **Max Marks:** 100 | **Weightage:** 50% |

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| **CO - Levels** | **CO1** | **CO2** | **CO3** | **CO4** | **CO5** |
| **Marks** | **20** | **22** | **22** | **22** | **14** |

**Instructions:**

1. ***Read all questions carefully and answer accordingly.***
2. ***Do not write anything on the question paper other than roll number.***

**Part A**

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| **Answer ALL the Questions. (10 x 2 Marks = 20 Marks)** | **Bloom's Level**  | **CO** |

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| **1** | Define the term Research in academics. | **2 Marks** | **Remember** | **CO1** |
| **2** | Describe the objective of conducting a literature review. | **2 Marks** | **Remember** | **CO1** |
| **3** | List and define any two types of variables used in the research design | **2 Marks** | **Remember** | **CO1** |
| **4** | What is the difference between nominal and ordinal scales? | **2 Marks** | **Remember** | **CO1** |
| **5** | Describe the characteristics of a good sampling design. | **2 Marks** | **Remember** | **CO1** |
| **6** | What is meant by sampling error? | **2 Marks** | **Remember** | **CO1** |
| **7** | Interpret the purpose of pilot testing in questionnaire design. | **2 Marks** | **Remember** | **CO1** |
| **8** | Distinguish between the questionnaire and the schedule. | **2 Marks** | **Remember** | **CO1** |
| **9** | Classify plagiarism and its ethical implications in research | **2 Marks** |  **Remember** | **CO1** |
| **10** | Use of computers in modern research. | **2 Marks** | **Remember** | **CO1** |

**Part B**

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| **Answer ALL the Questions. (5 x 7 Marks = 35 Marks)** | **Bloom's Level**  | **CO** |
| **11** | Explain the selection criteria of a research problem.  | **7 Marks** | **Understand** | **CO2** |
|  | **Or** |
|  **12** | Elaborate on the research process steps with a brief explanation.  | **7 Marks** | **Understand** | **CO2** |

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| **13** | A strong conceptual framework underpins good research. A conceptual framework in research is used to understand a research problem and guide the development and analysis of the research. It serves as a roadmap to conceptualise and structure the work by providing an outline that connects different ideas, concepts, and theories within the field of study. Illustrate the concept of conceptual framework in research with examples.  | **7 Marks** | **Understand** | **CO3** |
|  | **Or** |
| **14** | Construct measurement of scales used in social science research with examples. | **7 Marks** | **Understand** | **CO3** |

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| **15** | Classify the difference between the questionnaire and the schedule  | **7 Marks** | **Understand** | **CO4** |
|  | **Or** |
| **16** | Explain one-way ANOVA with an example.  | **7 Marks** | **Understand** | **CO4** |

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| **17** | Discuss the factors affecting the determination of sample size.  | **7 Marks** | **Understand** | **CO5** |
|  | **Or** |
|  **18** | Discuss the ethical norms in research and how plagiarism can be avoided  | **7 Marks** | **Understand** | **CO5** |

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| **19** | Compare APA and MLA citation styles with examples.  | **7 Marks** | **Understand** | **CO5** |
|  | **Or** |
|  **20** | Describe the methods of primary data collection with their advantages and disadvantages  | **7 Marks** | **Understand** | **CO5** |

**Part C**

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| **Answer Any THREE Questions. (3 x 15 Mark = 45 Marks)** | **Bloom's Level**  | **CO** |

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| **21** | Research is an activity that leads us to find new facts and information, assisting us in verifying the available knowledge and making us question things that are difficult to understand as per existing data. As a researcher, briefly describe Various types of research based on their categories**.** | **15 Marks** | **Understand** | **CO2** |
| **22** | Validity is a crucial component of research since it guarantees that the findings are true and applicable to actual circumstances. Research findings that lack validity may be deceptive, which could result in bad choices or actions. Classify the types of validity and explain the construct validity in detail.  | **15 Marks** | **Understand**  | **CO3** |
| **23** | Sampling may become unavoidable because we may have limited resources in terms of money and / or man hours, or it may be preferred because of practical convenience. Explain the difference between probability and non-probability sampling techniques with examples. | **15 Marks** | **Apply** | **CO4** |
| **24** | Illustrate one-way ANOVA with an example. | **15 Marks** | **Apply** | **CO4** |