



PRESIDENCY UNIVERSITY

BENGALURU

Roll No.													
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End - Term Examinations -MAY 2025

Date: 30-05-2025

Time: 01.00 pm – 04:00 pm

School: SOC	Program: B.COM	
Course Code: BBA2040	Course Name: Introduction to research	
Semester: IV	Max Marks: 100	Weightage: 50%

CO – Levels	C01	C02	C03	C04	C05
Marks	26	26	11	11	26

Instructions:

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

Part A

Answer ALL the Questions. Each question carries 2 marks.

10Q x 2M=20M

1.	What is the purpose of research? Give two examples.	2 Marks	L2	C01
2.	Differentiate between qualitative research and quantitative research.	2 Marks	L2	C01
3.	Differentiate between moderator and mediator variables.	2 Marks	L2	C02
4.	What is the significance of reliability in measurement scales?	2 Marks	L2	C02
5.	What is direct and indirect observations in data collection?	2 Marks	L3	C03
6.	Define sampling frame with an example.	2 Marks	L3	C03
7.	Differentiate between structured and unstructured questionnaires.	2 Marks	L4	C04
8.	List the types of data in research.	2 Marks	L4	C04
9.	What is the purpose of an abstract in a report?	2 Marks	L3	C05
10.	Differentiate between bibliography and reference list.	2 Marks	L3	C05

Part B

Answer ALL the Questions. Each question carries 7 Marks.

Total Marks 35M

11.	Describe the steps involved in the research process with suitable examples.	07 Marks	L2	CO1
Or				
12.	How does a literature review help in selecting a research problem? Discuss the criteria for selecting a good research problem.	07 Marks	L2	CO1
13.	Discuss the four types of measurement scales with relevant examples.	07 Marks	L2	CO2
Or				
14.	Elaborate on the various scaling techniques used in research.	07 Marks	L2	CO2
15.	Discuss the key criteria for determining optimal sample size? Explain.	07 Marks	L3	CO3
Or				
16.	Explain the various methods used for primary data collection with suitable examples.	07 Marks	L3	CO3
17.	Explain the procedure for designing a good questionnaire.	07 Marks	L4	CO4
Or				
18.	Describe in detail the univariate and bivariate data analysis procedures.	07 Marks	L4	CO4
19.	Explain the structure and layout of a typical research report.	07 Marks	L3	CO5
Or				
20.	Explain the various types of plagiarism and how to avoid the plagiarism.	07 Marks	L3	CO5

Part C

Answer any Three Questions. Each question carries 15 marks

3Q x 15M=45M

21.	Provide a critical assessment of different types of research and discuss their applicability in various fields.	15 Marks	L2	CO1
22.	Explain research design using the Research Onion framework, elaborating on its different layers with examples.	15 Marks	L2	CO2
23.	Imagine you are conducting a study on student behavior during online classes. Identify your target population, sample size, and sampling method. Justify your choices.	15 Marks	L4	CO4
24.	Draft the complete structure (headings and subheadings) of a research report on the topic "Impact of Social media on student productivity".	15 Marks	L3	CO5