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PRESIDENCY UNIVERSITY

BENGALURU

Mid - Term Examinations – October 2025

Date 10-10-2025

Time: 09.30am to 11.00am

School: SOM-UG/SOC	Program: BBA/BBB/BBD	
Course Code: BBA2041	Course Name: Research Methodology	
Semester: III	Max Marks: 50	Weightage: 25%

CO - Levels	CO1	CO2	CO3	CO4	CO5
Marks	26	24	-	-	-

Instructions:

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

Part A

Answer ALL the Questions. Each question carries 2 marks.

5Q x 2M=10M

1	Label the objectives of research.	2 Marks	L2	CO1
2	List the difference between Inductive and deductive research.	2 Marks	L2	CO1
3	Recall the key criteria for good research.	2 Marks	L2	CO1
4	Define dependent and independent variables with examples.	2 Marks	L3	CO2
5	Tell the importance of validity in measurement scales.	2 Marks	L3	CO2

Part B

Answer ALL the Questions. Each question carries 10 marks.

4Q x 10M=40M

6.	“Empirical research in India in particular creates so many problems for the researchers”. Outline the problems that are usually faced by such researchers.	10 Marks	L2	CO1
Or				
7.	Extend the steps involved in the research process with suitable	10 Marks	L2	CO1

	examples.			
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8.	Interpret the different types of research and interpret their applicability in solving real-world problems with relevant examples.	10 Marks	L2	CO1
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Or

9.	“The task of defining the research problem often follows a sequential pattern”. Illustrate.	10 Marks	L2	CO1
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10.	Summarize the four types of measurement scales with relevant examples.	10 Marks	L3	CO2
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Or

11.	Infer the essential components of a research onion framework with examples.	10 Marks	L3	CO2
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12.	Demonstrate the different scaling techniques used in research, extend some examples to support the same.	10 Marks	L3	CO2
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Or

13.	Classify the sources of error in measurement? Show how can they be minimized.	10 Marks	L3	CO2
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