



# PRESIDENCY UNIVERSITY

BENGALURU

Roll No.														
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## End - Term Examinations - December 2025

Date: 18 - 12- 2025

Time: 09.30am to 12.30pm

<b>School:</b> SOM-UG		<b>Program:</b> BBA/BBB/BBD		
<b>Course Code:</b> BBA2041		<b>Course Name:</b> Research Methodology		
<b>Semester:</b> III		<b>Max Marks:</b> 100		<b>Weightage:</b> 50%
<b>CO - Levels</b>	<b>C01</b>	<b>C02</b>	<b>C03</b>	<b>C04</b>
<b>Marks</b>	<b>26</b>	<b>26</b>	<b>22</b>	<b>26</b>

### 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.

10Q x 2M=20M

1.	Outline the purpose of research and give two suitable examples.	2 Marks	L2	C01
2.	Extend the difference between qualitative research and quantitative research.	2 Marks	L2	C01
3.	Contrast and compare between moderator and mediator variables.	2 Marks	L2	C02
4.	Interpret why reliability is important in research measurement tools.	2 Marks	L2	C02
5.	Identify how direct and indirect observations are used in data collection.	2 Marks	L3	C03
6.	Develop a sampling frame with the help of an real-time research problem example.	2 Marks	L3	C03
7.	Classify the types of questionnaires.	2 Marks	L4	C04
8.	List the types of data in research.	2 Marks	L4	C04
9.	Inspect the role of an abstract in a research report.	2 Marks	L4	C04
10.	Distinguish between bibliography and reference list.	2 Marks	L4	C04

## Part B

**Answer ALL the Questions. Each question carries 7 Marks.**

**Total Marks 35M**

<b>11.</b>	Explain the steps involved in the research process with suitable examples.	<b>07 Marks</b>	<b>L2</b>	<b>C01</b>
<b>Or</b>				
<b>12.</b>	“A literature review helps in selecting a research problem”. Interpret the criteria for selecting a good research problem.	<b>07 Marks</b>	<b>L2</b>	<b>C01</b>
<b>13.</b>	Outline the four types of measurement scales with relevant examples.	<b>07 Marks</b>	<b>L2</b>	<b>C02</b>
<b>Or</b>				
<b>14.</b>	Summarize the various scaling techniques used in research.	<b>07 Marks</b>	<b>L2</b>	<b>C02</b>
<b>15.</b>	Organize the various ways to determining optimal sample size for a research problem based on waste management.	<b>07 Marks</b>	<b>L3</b>	<b>C03</b>
<b>Or</b>				
<b>16.</b>	Select the various methods used for primary data collection with suitable examples.	<b>07 Marks</b>	<b>L3</b>	<b>C03</b>
<b>17.</b>	Discover the procedure for designing a good questionnaire.	<b>07 Marks</b>	<b>L4</b>	<b>C04</b>
<b>Or</b>				
<b>18.</b>	Compare and classify the univariate and bivariate data analysis procedures.	<b>07 Marks</b>	<b>L4</b>	<b>C04</b>
<b>19.</b>	Assume the role of computers in modern research practices.	<b>07 Marks</b>	<b>L4</b>	<b>C04</b>
<b>Or</b>				
<b>20.</b>	Categorize the types of plagiarism and how to avoid the plagiarism.	<b>07 Marks</b>	<b>L4</b>	<b>C04</b>

## Part C

**Answer any Three Questions. Each question carries 15 marks**

**3Q x 15M=45M**

<b>21.</b>	Interpret a critical assessment of different types of research and discuss their applicability in various fields.	<b>15 Marks</b>	<b>L2</b>	<b>C01</b>
<b>22.</b>	Infer the research design using the research onion framework, elaborating on its different layers with examples.	<b>15 Marks</b>	<b>L2</b>	<b>C02</b>
<b>23.</b>	Imagine you are conducting a study on student behavior during online classes. Survey your target population, sample size, sampling frame, and sampling method. Justify your choices.	<b>15 Marks</b>	<b>L4</b>	<b>C03</b>
<b>24.</b>	Design a procedure for conducting a correlation analysis and formulate how the results can be interpreted in a research context.	<b>15 Marks</b>	<b>L6</b>	<b>C04</b>
<b>25.</b>	Develop a complete structure (headings and subheadings) of a research report on the topic “Impact of Social media on student productivity”.	<b>15 Marks</b>	<b>L6</b>	<b>C04</b>