PRESIDENCY UNIVERSITY

BENGALURU

Make up Examinations – December 2025

Date: 31 – 12- 2025   **Time:** 09:30am – 12:30pm

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

CO - Levels	CO1	CO2	CO3	CO4	CO5
Marks	26	26	11	26	11

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.	"Research is searching for new information from the present one". Elaborate.	2 Marks	L1	CO1
2.	Summarize the key criteria for good research.	2 Marks	L2	CO1
3.	Differentiate between reliability and validity.	2 Marks	L1	CO2
4.	List the types of measurement scales.	2 Marks	L2	CO2
5.	What is systematic sampling? Give an example.	2 Marks	L1	CO3
6.	Define a sampling frame with the help of an example.	2 Marks	L1	CO3
7.	Give two examples of open-ended and closed-ended questions.	2 Marks	L2	CO4
8.	List the types of data analysis in research.	2 Marks	L2	CO4
9.	Mention the types of in-text citations in research.	2 Marks	L2	CO5
10.	What are the ethical norms of research?	2 Marks	L1	CO5

Part B

Answer ALL the Questions. Each question carries 7 Marks.   **Total Marks 35M**

11.	Discuss the framework for conducting a comprehensive literature review and justify its impact on research validity and reliability.	07 Marks	L2	CO1
Or				
12.	Explain in detail the research process for an imaginary problem based on a real-time scenario with the help of a flow chart.	07 Marks	L2	CO1

13.	Brief about the different types of scaling techniques used in research.	07 Marks	L2	CO2
Or				
14.	Interpret the major sources of error in research measurements. Suggest ways to mitigate them.	07 Marks	L2	CO2

15.	Describe the steps involved in the sampling process in quantitative research.	07 Marks	L3	CO3
Or				
16.	Compare and contrast about the various methods used for primary and secondary data collection with suitable examples.	07 Marks	L3	CO3

17.	Design a questionnaire for collecting data on consumer satisfaction for an e-commerce platform.	07 Marks	L4	CO4
Or				
18.	Discuss the key measures of central tendency and how they are calculated.	07 Marks	L4	CO4

19.	Highlight the main components of the main body of a research report.	07 Marks	L3	CO5
Or				
20.	Discuss in detail the different types of plagiarism in research writing.	07 Marks	L3	CO5

Part C

Answer any Three Questions. Each question carries 15 marks   **3Q x 15M=45M**

21.	Critically evaluate the different types of research and discuss their applicability in solving real-world problems with relevant examples.	15 Marks	L2	CO1

22.	Elaborate on the essential components of Saunders' research onion framework.	15 Marks	L3	CO2

23.	A research team wants to conduct a study on health habits among employees in an IT company with 2000 staff. Explain how the sample size should be determined and which sampling method would be ideal.	15 Marks	L4	CO4

24.	Prepare the complete structure (headings and subheadings) of a research report on the topic "Impact of social media on online shopping behaviour."	15 Marks	L3	CO4