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PRESIDENCY UNIVERSITY

Presidency University Act, 2013 of the Karnataka Act No. 41 of 2013 | Established under Section 2(f) of UGC Act, 1956
Approved by AICTE, New Delhi | Approved By BCI
Bengaluru

Even Semester Mid Term, March 2026

Date: 12/03/2026

Time: 09:30 AM - 11:00 AM

Course Code: BBA2040

Course Name: Introduction to Research

Semester: Fourth Semester

Max. Marks: 50

Weightage: 50%

CO - Levels	CO1	CO2
Marks	44	46

PART-A: Answer Following Questions. 10 M

Qn.No	Questions	M	CO	BT
1	Recall the meaning of research in your own words.	2	CO1	BT1
2	What is the difference between applied and basic research.	2	CO1	BT1
3	Define the importance of research design in a study.	2	CO2	BT1
4	Illustrate the difference between population and sample.	2	CO2	BT2
5	Classify the meaning of probability sampling.	2	CO2	BT2

PART-B: Answer Any 1 Following Questions. 10 M

Qn.No	Questions	M	CO	BT
6	Outline the meaning of research objectives. Describe the different types of research objectives and discuss their role in guiding the direction and scope of a research study.	10	CO1	BT2
7	Explain the meaning of a hypothesis in research. Describe the different types of hypotheses with suitable examples.	10	CO1	BT2

PART-C: Answer Any 1 Following Questions. 10 M

Qn.No	Questions	M	CO	BT
8	Demonstrate the various stages involved in conducting a research study and summarize their importance in ensuring systematic investigation.	10	CO1	BT2

9	Interpret the meaning of research ethics and the importance of ethical principles in conducting research. How ethics ensures credibility, integrity, and protection of participants.	10	CO1	BT2
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PART-D: Answer Any 1 Following Questions. 10 M

Qn.No	Questions	M	CO	BT
10	A researcher selects respondents who are easily available at a shopping mall. Identify the sampling method and explain how it is applied.	10	CO2	BT3
11	A researcher wants to study drug addiction cases where respondents are difficult to identify. Apply the most suitable sampling technique and explain how it works.	10	CO2	BT3

PART-E: Answer Any 1 Following Questions. 10 M

Qn.No	Questions	M	CO	BT
12	Explain the meaning of population in research. Describe its types and discuss its importance in determining the scope of a study.	10	CO2	BT3
13	A study aims to examine job satisfaction among university teachers in Bangalore. Apply the concept of population to identify: a) The target population b) The accessible population c) A possible sample	10	CO2	BT3