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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: 11/03/2026

Time: 11:45 AM - 01:15 PM

Course Code: BBA2041

Course Name: Research Methodology

Semester: Fourth Semester

Max. Marks: 50

Weightage: 50%

CO - Levels	CO1	CO2
Marks	34	56

### PART-A: Answer Following Questions. 10 M

Qn.No	Questions	M	CO	BT
1	What is review of literature?	2	CO1	BT1
2	Define research design.	2	CO2	BT1
3	What do you mean by reliability and validity in research?	2	CO2	BT2
4	List out the criterias of good research.	2	CO1	BT1
5	Mention different sources of error in measurement	2	CO2	BT1

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

Qn.No	Questions	M	CO	BT
6	Explain different research approaches with examples.	10	CO1	BT2
7	Briefly explain the research process with suitable diagram.	10	CO1	BT2

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

Qn.No	Questions	M	CO	BT
8	Discuss the challenges encountered by a researcher in India.	10	CO2	BT2
9	Describe various types of research used in social science research.	10	CO1	BT2

**PART-D: Answer Any 1 Following Questions. 10 M**

<b>Qn.No</b>	<b>Questions</b>	<b>M</b>	<b>CO</b>	<b>BT</b>
10	Discuss different types of research design.	10	CO2	BT2
11	Explain different types of variables in research.	10	CO2	BT2

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

<b>Qn.No</b>	<b>Questions</b>	<b>M</b>	<b>CO</b>	<b>BT</b>
12	<p>A researcher wants to study the impact of online learning platforms on students' academic performance. The researcher collects data on:</p> <p>Number of hours students spend on online learning platforms</p> <p>Students' GPA</p> <p>Students' satisfaction level with the platform (High, Medium, Low)</p> <p>Type of course (Engineering, Commerce, Arts)</p> <p>Answer the following:</p> <p>a) Identify and explain the measurement scale used for each variable.</p> <p>b) Identify and explain dependent and independent variables.</p>	10	CO2	BT4
13	Explain classification of measurement scales with examples.	10	CO2	BT2