



## Even Semester End Term Examination, May / June 2026

**Date: 23/05/2026**

**Time: 09.30 AM - 12.30 PM**

**Course Code: BBA2040**

**Course Name: Introduction to Research**

**Semester: Fourth Semester**

**Max. Marks: 100**

**Weightage: 50%**

| CO - Levels | CO1 | CO2 | CO3 | CO4 |
|-------------|-----|-----|-----|-----|
| Marks       | 52  | 32  | 64  | 32  |

### Part A: Answer Following Questions. 20 M

| Qn.No | Questions                                                 | M | CO  | BT  |
|-------|-----------------------------------------------------------|---|-----|-----|
| 1     | Define applied research with one example.                 | 2 | CO1 | BT1 |
| 2     | What is the first step in the research process?           | 2 | CO1 | BT1 |
| 3     | List any two characteristics of a good research problem.  | 2 | CO1 | BT1 |
| 4     | What is scaling in research?                              | 2 | CO1 | BT1 |
| 5     | Name any two types of measurement scales.                 | 2 | CO1 | BT1 |
| 6     | What is the main purpose of descriptive research design?  | 2 | CO1 | BT1 |
| 7     | Define median.                                            | 2 | CO1 | BT1 |
| 8     | What is the role of tables in data presentation?          | 2 | CO1 | BT1 |
| 9     | Recall two types of graphs used in research.              | 2 | CO1 | BT1 |
| 10    | What is the purpose of a conclusion in a research report? | 2 | CO1 | BT1 |

### Part B: Answer Any 1 Following Questions. 16 M

| Qn.No | Questions                                                                                                                                                                                               | M  | CO  | BT  |
|-------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|-----|-----|
| 11.a  | A well-structured research process ensures reliable outcomes. Critically outline the stages involved in the research process and explain how each stage contributes to the overall quality of research. | 6  | CO1 | BT2 |
| 11.b  | Demonstrate the role of research objectives and hypotheses in guiding a research study. Illustrate your answer with examples.                                                                           | 10 | CO1 | BT2 |

|      |                                                                                                                                                                     |    |     |     |
|------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|-----|-----|
| 12.a | Different research designs serve different purposes. Summarize exploratory, descriptive, and evaluate their suitability in various research contexts with examples. | 6  | CO1 | BT2 |
| 12.b | Classify the importance of ethics in research and explain how ethical considerations influence the research process.                                                | 10 | CO1 | BT2 |

**Part C: Answer Any 1 Following Questions. 16 M**

| Qn.No | Questions                                                                                                                                                                                                          | M  | CO  | BT  |
|-------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|-----|-----|
| 13.a  | Explain the four types of measurement scales used in research. Describe the characteristics of Nominal, Ordinal, Interval, and Ratio scales with suitable examples.                                                | 6  | CO2 | BT2 |
| 13.b  | Compare probability and non-probability sampling techniques by highlighting their advantages and limitations in practical research situations.                                                                     | 10 | CO2 | BT2 |
| 14.a  | A researcher is conducting a study with limited prior information on the topic. Explain which research design would be most appropriate and justify the choice.                                                    | 6  | CO2 | BT2 |
| 14.b  | Determining an appropriate sample size is often a challenging task for researchers. Summarize the methods used for sample size determination and evaluate the consequences of selecting an inadequate sample size. | 10 | CO2 | BT2 |

**Part D: Answer Any 1 Following Questions. 16 M**

| Qn.No      | Questions                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | M               | CO              | BT              |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |     |     |
|------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|-----------------|-----------------|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|-----|-----|
| 15.a       | <p>Two judges ranked 7 contestants in a debate competition. Make use of Spearman rank correlation coefficient.</p> <table><tr><th>Contestant</th><th>Rank by Judge A</th><th>Rank by Judge B</th></tr><tr><td>A</td><td>1</td><td>2</td></tr><tr><td>B</td><td>2</td><td>3</td></tr><tr><td>C</td><td>3</td><td>1</td></tr><tr><td>D</td><td>4</td><td>5</td></tr><tr><td>E</td><td>5</td><td>4</td></tr><tr><td>F</td><td>6</td><td>6</td></tr><tr><td>G</td><td>7</td><td>7</td></tr></table> | Contestant      | Rank by Judge A | Rank by Judge B | A | 1 | 2 | B | 2 | 3 | C | 3 | 1 | D | 4 | 5 | E | 5 | 4 | F | 6 | 6 | G | 7 | 7 | 6 | CO3 | BT3 |
| Contestant | Rank by Judge A                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | Rank by Judge B |                 |                 |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |     |     |
| A          | 1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | 2               |                 |                 |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |     |     |
| B          | 2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | 3               |                 |                 |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |     |     |
| C          | 3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | 1               |                 |                 |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |     |     |
| D          | 4                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | 5               |                 |                 |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |     |     |
| E          | 5                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | 4               |                 |                 |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |     |     |
| F          | 6                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | 6               |                 |                 |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |     |     |
| G          | 7                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | 7               |                 |                 |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |     |     |
| 15.b       | <p>The following data show hours of study and marks obtained by 5 students. Find the Pearson correlation coefficient</p>                                                                                                                                                                                                                                                                                                                                                                        | 10              | CO3             | BT3             |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |     |     |

| Student | Study Hours (X) | Marks (Y) |
|---------|-----------------|-----------|
| A       | 1               | 40        |
| B       | 2               | 45        |
| C       | 3               | 50        |
| D       | 4               | 55        |
| E       | 5               | 60        |

16.a A teacher collected the following data: Make use of regression equation of Y on X.

| Study Hours (X) | Marks (Y) |
|-----------------|-----------|
| 2               | 40        |
| 4               | 50        |
| 6               | 60        |
| 8               | 70        |
| 10              | 80        |

6

CO3

BT3

16.b A teacher ranked 6 students in Mathematics and Statistics. Solve with Spearman rank correlation coefficient.

| Student | Rank in Mathematics (X) | Rank in Statistics (Y) |
|---------|-------------------------|------------------------|
| A       | 1                       | 2                      |
| B       | 2                       | 1                      |
| C       | 3                       | 4                      |
| D       | 4                       | 3                      |
| E       | 5                       | 5                      |
| F       | 6                       | 6                      |

10

CO3

BT3

**Part E: Answer Any 1 Following Questions. 16 M**

| Qn.No | Questions                                                                                                                      | M  | CO  | BT  |
|-------|--------------------------------------------------------------------------------------------------------------------------------|----|-----|-----|
| 17.a  | Explain the concept of regression and how it helps in analyzing relationships between variables.                               | 6  | CO3 | BT2 |
| 17.b  | Infer the process of data preparation, including editing, coding, and tabulation, and explain its importance before analysis.. | 10 | CO3 | BT2 |

|      |                                                                                                                                             |    |     |     |
|------|---------------------------------------------------------------------------------------------------------------------------------------------|----|-----|-----|
| 18.a | Outline how measures of central tendency (mean, median, and mode) help in understanding data distribution with examples.                    | 6  | CO3 | BT2 |
| 18.b | A researcher is studying digital financial services usage among women. Explain which data collection method would be most suitable and why. | 10 | CO3 | BT2 |

**Part F: Answer Any 1 Following Questions. 16 M**

| <b>Qn.No</b> | <b>Questions</b>                                                                                                                                                                                  | <b>M</b> | <b>CO</b> | <b>BT</b> |
|--------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-----------|-----------|
| 19.a         | Presenting research findings requires both clarity and engagement. Examine the strategies for effectively presenting research findings, highlighting common challenges and ways to overcome them. | 6        | CO4       | BT4       |
| 19.b         | Analyze how visual aids such as tables, charts, and graphs improve the presentation of research data, and illustrate your answer with appropriate examples.                                       | 10       | CO4       | BT4       |
| 20.a         | A properly organized research report enhances clarity and comprehension. Classify how the various sections of a research report contribute to effectively communicating the research findings.    | 6        | CO4       | BT4       |
| 20.b         | Accurate referencing is essential in academic writing. Examine the importance of citation styles and evaluate the consequences of incorrect or inadequate referencing in research.                | 10       | CO4       | BT4       |