



PRESIDENCY UNIVERSITY

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Approved by AICTE, New Delhi | Approved By BCI
Bengaluru

Even Semester End Term Examination, May / June 2026

Date: 21/05/2026

Time: 09.30 AM - 12.30 PM

Course Code: BBA2041

Course Name: Research Methodology

Semester: Fourth Semester

Max. Marks: 100

Weightage: 50%

CO - Levels	CO1	CO2	CO3	CO4
Marks	36	36	44	64

Part A: Answer Following Questions. 20 M

Qn.No	Questions	M	CO	BT
1	Define review of literature.	2	CO1	BT1
2	List out the objective of research.	2	CO1	BT1
3	Define the meaning of moderator variable.	2	CO2	BT2
4	Define the meaning of reliability and validity in research.	2	CO2	BT2
5	Describe the statement: "If the population is unknown, it is not possible to determine sample size."	2	CO3	BT4
6	Define sampling.	2	CO3	BT4
7	State the concept of sampling design.	2	CO3	BT1
8	List out different citation methods.	2	CO4	BT1
9	Define hypothesis.	2	CO4	BT1
10	Define plagiarism.	2	CO4	BT1

Part B: Answer Any 1 Following Questions. 16 M

Qn.No	Questions	M	CO	BT
11.a	Explain different research approaches with vivid examples.	6	CO1	BT2
11.b	Briefly explain the types of research with examples.	10	CO1	BT2
12.a	illustrate the process of research.	6	CO1	BT3
12.b	Explain various challenges faced by researchers.	10	CO1	BT2

Part C: Answer Any 1 Following Questions. 16 M

Qn.No	Questions	M	CO	BT
13.a	Explain types of research design.	6	CO2	BT2
13.b	Discuss different scaling techniques used in research.	10	CO2	BT2
14.a	Discuss classification of measurement scales with examples	6	CO2	BT2
14.b	Examine different types of variables with suitable examples.	10	CO2	BT2

Part D: Answer Any 1 Following Questions. 16 M

Qn.No	Questions	M	CO	BT
15.a	Explain different source of secondary data collection.	6	CO3	BT2
15.b	Explain different methods of primary data collection.	10	CO3	BT2
16.a	Explain different techniques of non-probabilty sampling.	6	CO3	BT2
16.b	Describe the meaning of probability sampling. Discuss different probability sampling techniques.	10	CO3	BT2

Part E: Answer Any 1 Following Questions. 16 M

Qn.No	Questions	M	CO	BT
17.a	Explain different types of data analysis.	6	CO4	BT2
17.b	Discuss the structure of research report.	10	CO4	BT2
18.a	Explain the types of questionnaires with examples.	6	CO4	BT2
18.b	Examine the process of questionnaire design.	10	CO4	BT2

Part F: Answer Any 1 Following Questions. 16 M

Qn.No	Questions	M	CO	BT
19.a	Explain the concept of research design along with different types of research design.	6	CO3	BT4
19.b	Design a suitable research framework for above case including sampling, questionnaire, and analysis techniques.	10	CO4	BT4
20.a	Explain the role of computers in research and data analysis.	6	CO4	BT2
20.b	Discuss the major statistical tools used in research analysis, along with the contexts in which each tool is applied..	10	CO4	BT4