



**PRESIDENCY UNIVERSITY, BENGALURU  
SCHOOL OF LAW**

Max Marks: 100

Max Time: 180 Mins

Weightage: 40 %

**Set B**

**COMPREHENSIVE EXAMINATION**

I Semester 2016-2017

Course: **BBL A 205 : Business Research Methods**

17 Dec 2016

**Part A**

Answer the following Questions

(10 Q x 2 M= 20 Marks)

1. Define the term "Business Research"
2. State any four "Research Approaches".
3. Distinguish between "Descriptive Research" and "Analytical Research"
4. State any four common Data Measurement Scales used in Research Methods
5. State what you understand by the term "Questionnaire" in terms of Research
6. Distinguish between "Random Sampling" and "Non-random Sampling".
7. State any three [2] sources of "Primary Data".
8. Define the term "Survey" in terms of Research.
9. State what you understand by the term "Research Problem"
10. Distinguish between "Dependent Variables" and "Independent Variables".

**Part B**

Answer the following Questions

(8 Q x 5 M= 40 Marks)

11. Discuss, in fair detail, the different types of Non-Random Sampling.
12. Discuss, in detail, the various types of secondary data sources.
13. Discuss, in reasonable detail, the various stages associated with a Questionnaire Design.

14. Explain, in detail, the following
  - a] Research Approaches
  - b] Problems Encountered by Researchers in India
15. Explain in fair detail, the various types of Research.
16. Discuss, in reasonable depth, the three [3] criteria associated with good measurement
17. Explain the various steps to adopted while sequencing questions in a Questionnaire
18. Enumerate the various objectives of a Business Research

### Part C

Answer the following Questions

(2 Q x 20 M= 40 Marks)

19. "Before embarking on the details of a research methodology and techniques, it is often deemed appropriate that the research process be reviewed effectively. A research process consists of many inter-evolving steps which are equally inter-related." You are required to analyse the various steps with the help of a flow chart highlighting how the same ultimately assists in meeting the research objectives
20. "A research problem, in general, refers to some difficulty which a researcher experiences in the context of theoretical or practical problem to which he desires to seek a solution. There are some conditions which when met, define the existence of a Research Problem. These are referred to as components of a Research Problem." Discuss the various components of a Research Problem, in the light of this statement.



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Max Marks: 80

Max Time: 120 Mins

Weightage: 20 %

Set B

MID TERM EXAMINATION

I Semester 2016-2017

Course: BBL A 201 :Business Research Methods

6 October 2016

Part A

Answer the following Questions

[10 Q x 2 M= 20 Marks]

1. Define the term "Business Research"
2. State any two [2] factors of significance of Research.
3. Distinguish between "Quantitative Research" and "Qualitative Research"
4. State what you understand by "Business Research Methods"
5. State the importance of "Literature Review" relative to structuring a Research Problem.
6. Define the term "Research Problem"
7. State what you understand by the term "Research Process"
8. Differentiate between "Inferential Research Approach" and Experimental Research Approach".
9. Why should one define a Research Problem?
10. Define the term "Scientific Method"

Part B

Answer the following Questions

[6 Q x 5 M= 30 Marks]

11. Discuss, in detail, the objectives of "Research".
12. Explain, in reasonable detail, the qualities or criteria of a "Good Research"
13. What are the problems faced by Researchers in India?. Discuss at least five such problems as you deem relevant
14. Explain, in detail, the following, relative to Research Methodology
  - a) Development of a Working Hypothesis
  - b) Preparing a Research Design

15. Explain, in reasonable depth as to why a Researcher has to define a Research Problem prior to undertaking a Research on any issue
16. Write Short Notes on the following
- a] Conceptual Research
  - b] Analytical Research
  - c] Longitudinal Research

### Part C

Answer the following Questions

[2 Q x 15 M= 30 Marks]

- 17 "Research Process consists of a series of actions or steps necessary to effectively carry out a research". Discuss, in great depth, this statement with the assistance of a Flow Chart
- 18 "How to define a research problem is indeed a herculean task. However the task must be tackled intelligently to avoid the perplexity encountered in research operation" Analyse this statement having regard to the various techniques associated with Research Problem Definition

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