

Faculty of Management Studies

End Semester Examination May 2025

MS3CO25 / MS3CO14 Research Methodology

Programme	:	BBA	Branch/Specialisation	:	-
Duration	:	3 hours	Maximum Marks	:	60

Note: All questions are compulsory. Internal choices, if any, are indicated. Assume suitable data if necessary.
 Notations and symbols have their usual meaning.

Section 1 (Answer all question(s))

Q1. Which of the following is NOT a characteristic of good research?

Marks CO BL
1 1 2

Rubric	Marks
Subjectivity	1

- Systematic approach Subjectivity
 Logical reasoning Empirical evidence

Q2. Research that aims to explore new insights without providing conclusive results is known as:

1 1 2

Rubric	Marks
Exploratory research	1

- Descriptive research Causal research
 Exploratory research Experimental research

Q3. What is the first step in the research process?

1 2 2

Rubric	Marks
Identifying the research problem	1

- Conducting a literature review Identifying the research problem
 Testing the hypothesis Collecting data

Q4. Type I error occurs when:

1 2 2

Rubric	Marks
A true null hypothesis is rejected	1

- A false null hypothesis is rejected A false null hypothesis is accepted
 A true null hypothesis is rejected A true null hypothesis is accepted

Q5. Which scale is used to measure preferences by rank?

1 3 1

Rubric	Marks
Ordinal scale	1

- Nominal scale Ordinal scale
 Interval scale Ratio scale

Q6. Which of the following is NOT a data collection method?

1 4 2

Rubric	Marks
Documentation	1

- Observation Interview
 Experimentation Documentation

Q7. A method of sampling where each unit in the population has an equal chance of being selected is called:

1 4 3

Rubric	Marks
Simple random sampling	1

- Convenience sampling Quota sampling
 Stratified sampling Simple random sampling

Q8. Sampling errors arise due to:

1 4 2

Rubric	Marks
Bias in the sampling process	1

- Faulty questionnaire design Bias in the sampling process
 Errors in data collection All of the above

Q9. Which of the following is NOT an essential part of a research report?

1 5 3

Rubric	Marks
Personal opinions	1

- Research design Bibliography
 Personal opinions Data analysis

Q10. The main purpose of a pilot study is to:

1 5 3

Rubric	Marks
Refine the questionnaire and methodology	1

- Collect final research data Refine the questionnaire and methodology
 Identify the research gap Prepare the final research report

Section 2 (Answer any 2 question(s))

Marks CO BL

Q11. Explain the significance of research in business decision-making.

5 1 2

Rubric	Marks
Significance in 5 areas	4
Examples	1

Q12. Differentiate between fundamental and applied research with examples.

5 1 2

Rubric	Marks
4 differences	4
Example	1

Q13. What are the ethical issues in research? Provide examples.

5 1 3

Rubric	Marks
Key ethical issues	4
Example	1

Section 3 (Answer any 2 question(s))

Q14. What are the key steps involved in formulating a research problem?

Marks CO BL
5 2 2

Rubric	Marks
Diagram and listing of all steps	1
Explanation of each step	4

Q15. Define hypothesis. Explain the difference between Type I and Type II errors

5 2 3

Rubric	Marks
Define hypothesis with example /type	1
Type 1 error with example	2
Type 2 error with example	2

Q16. Explain the importance of literature review in research.

5 2 2

Rubric	Marks
Explains importance of literature review with well-structured reasoning and example	5

Section 4 (Answer any 2 question(s))

Q17. Explain scales in research with example and application.

Marks CO BL
5 3 3

Rubric	Marks
explain Nominal, Ordinal, Ratio, Interval with examples	3
Application	2

Q18. What are the guidelines for constructing a good questionnaire?

5 3 1

Rubric	Marks
5 construct each of 1 mark	5

Q19. Explain various data collection technique with suitable area of application.

5 3 1

Rubric	Marks
different methods are mentioned	2
application of each method is provided	3

Section 5 (Answer any 2 question(s))

Marks CO BL

Q20. What are the key differences between probability and non-probability sampling?

5 4 4

Rubric	Marks
Differences	4
Examples	1

Q21. Why is sample size important in research? Discuss its impact on results. Explain any two sampling technique in detail.

Rubric	Marks
importance	1
Impacts	1
Techniques	3

Q22. Explain sampling errors in detail.

5 4 2

Rubric	Marks
Explanation	5

Section 6 (Answer any 2 question(s))

Marks CO BL

Q23. Differentiate between research proposal and research report.

5 5 2

Rubric	Marks
Clearly differentiates both with examples.	5

Q24. What are the characteristics of a good research report?

5 5 3

Rubric	Marks
Lists and explains key characteristics.	5

Q25. Explain the importance of proper referencing and bibliography in research writing.

5 5 1

Rubric	Marks
Clearly explains importance with examples.	5
