



# Faculty of Management Studies

## End Semester Examination May 2025

### MS3CO25 / MS3CO14 Research Methodology

<b>Programme</b>	: BBA	<b>Branch/Specialisation</b>	: -
<b>Duration</b>	: 3 hours	<b>Maximum Marks</b>	: 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))

Marks CO BL

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

1 1 2

Rubric	Marks
Subjectivity	1

- ☐ Systematic approach  
☐ Logical reasoning

☒ Subjectivity  
☐ 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  
☒ Exploratory research

☐ Causal 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  
☐ Testing the hypothesis

☒ Identifying the research problem  
☐ 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 true null hypothesis is rejected

☐ A false null hypothesis is accepted  
☐ 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  
☐ Interval scale

☒ Ordinal 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))**

Marks CO BL

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

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))**

Marks CO BL

**Q17.** Explain scales in research with example and application.

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.

5 4 1

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

\*\*\*\*\*