

BIRLA INSTITUTE OF TECHNOLOGY, MESRA, RANCHI
(MID SEMESTER EXAMINATION MO/2023)

CLASS: BBA
BRANCH: MANAGEMENT

SEMESTER : III
SESSION : MO/2023

SUBJECT: MT208 RESEARCH METHODOLOGY

TIME: 02 Hours

FULL MARKS: 25

INSTRUCTIONS:

1. The question paper contains 5 questions each of 5 marks and total 25 marks.
 2. Attempt all questions.
 3. The missing data, if any, may be assumed suitably.
 4. Tables/Data handbook/Graph paper etc., if applicable, will be supplied to the candidates
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			CO	BL
Q.1(a)	Define 'Research' and 'Business Research'.	[2]	CO1	BL1
Q.1(b)	"Research is an important tool for knowledge enhancement & decision making." Justify.	[3]	CO1	BL2
Q.2(a)	What is meant by the term 'Applied Research'? Give examples.	[2]	CO1	BL1
Q.2(b)	A newspaper publishing company wants to study the satisfaction levels of its existing customers. Briefly explain the research process they should follow.	[3]	CO1	BL3
Q.3(a)	What is meant by the term 'Research Design'.	[2]	CO1	BL1
Q.3(b)	Explain the characteristics of an exploratory research design with examples.	[3]	CO1	BL4
Q.4(a)	"Research design is very important for any study." Justify.	[2]	CO2	BL1
Q.4(b)	Explain the components of a research design with examples.	[3]	CO2	BL3
Q.5(a)	Explain in short, the concept of qualitative & quantitative research.	[2]	CO3	BL1
Q.5(b)	Briefly discuss the characteristics of primary data in research.	[3]	CO3	BL4

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