

**BIRLA INSTITUTE OF TECHNOLOGY, MESRA, RANCHI  
(END SEMESTER EXAMINATION)**

**CLASS: BBA  
BRANCH: BBA**

**SEMESTER : III  
SESSION : MO/2023**

**SUBJECT: MT208 RESEARCH METHODOLOGY**

**TIME: 3 Hours**

**FULL MARKS: 50**

**INSTRUCTIONS:**

1. The question paper contains 5 questions each of 10 marks and total 50 marks.
  2. Attempt all questions.
  3. The missing data, if any, may be assumed suitably.
  4. Before attempting the question paper, be sure that you have got the correct question paper.
  5. Tables/Data hand book/Graph paper etc. to be supplied to the candidates in the examination hall.
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		CO	BL
Q.1(a)	Explain the meaning and characteristics of research.	[5] 1	1,2
Q.1(b)	What is a Research Problem? Discuss briefly the steps involved and the importance of defining a research problem.	[5] 1,2	2,3
Q.2(a)	What is Research Design? Explain the components and characteristics of a good research design.	[5] 1,2	2,3
Q.2(b)	Compare and contrast two types of research designs of your choice, highlighting their strengths and limitations. Give suitable examples.	[5] 2,3	2,3,4
Q.3(a)	Outline the steps involved in conducting a survey for collecting primary data in research with an example.	[5] 3	3,4
Q.3(b)	Discuss the sources of secondary data and the precautions researchers should take when using secondary data in their studies.	[5] 2,3	3,4
Q.4(a)	Define and explain Stratified Random Sampling in Research with an example.	[5] 3,4	4,5
Q.4(b)	Compare and contrast survey and observation methods as data collection techniques. When would you choose one over the other? Justify with examples.	[5] 4	3,4,5
Q.5(a)	Discuss the meaning and importance of data processing in research.	[5] 4,5	3,4,5
Q.5(b)	Briefly discuss the characteristics of a good research report.	[5] 3,4,5	4,5

:29/11/2023:E