

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

**CLASS: BBA  
BRANCH: BBA**

**SEMESTER : III  
SESSION : MO/2024**

**SUBJECT: MN207 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)	Define research. Explain the key characteristics and importance of research in the context of academic and practical applications.	[5]	1
Q.1(b)	Discuss with an example the key steps involved in the research process. How does each step contribute to the overall success of a research project?	[5]	1,2
Q.2(a)	Define the term research design and discuss its importance. What are the essential characteristics of a good research design? Explain how a research design influences the validity of the research results.	[5]	2
Q.2(b)	Explain the different types of research designs. Provide examples of when each type would be applicable in real-world research scenarios.	[5]	2
Q.3(a)	Explain the differences between primary data and secondary data. Explain the situations where primary data is more relevant than secondary data and vice-versa with the help of suitable examples.	[5]	3
Q.3(b)	What are the important considerations when developing a questionnaire for data collection? Discuss the key steps involved in context of an example for marketing research.	[5]	2,3
Q.4(a)	Define sampling. Discuss the various types of probability sampling methods with examples.	[5]	4
Q.4(b)	Describe the survey and observation methods of data collection. Explain the examples/situations in which each method will be most effective.	[5]	3
Q.5(a)	Explain the importance of data editing and the role it plays in ensuring data accuracy and reliability.	[5]	5
Q.5(b)	Discuss the key characteristics and types of report formats in research. What are the essential components of a well-structured research report?	[5]	4

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