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

CLASS: BBA   SEMESTER: IIIrd
BRANCH: BBA   SESSION: MO/2024

SUBJECT: MN207 RESEARCH METHODOLOGY

TIME: 2 HOURS   FULL MARKS: 25

INSTRUCTIONS:
1. The total marks of the questions are 25.
2. Candidates attempt for all 25 marks.
3. Before attempting the question paper, be sure that you have got the correct question paper.
4. The missing data, if any, may be assumed suitably.
5. Tables/Data hand book/Graph paper etc. to be supplied to the candidates in the examination hall.

			CO	BL
Q1	Differentiate between the terms 'Research', 'Research Methods' and 'Research Methodology'. Outline the different types of research and explain briefly with the help of relevant examples.	[5]	1,2	1,2,3
Q2	What is meant by 'research problem'? Why it is necessary to clearly identify and precisely formulate the research problem in any research? Give examples of some research problems related to business research and social sciences research.	[5]	1,2	2,3
Q3	What do you mean by research process? An educational institution wants to study the satisfaction levels of undergraduate students with respect to the online classes that they had attended recently . Explain briefly the research process they should follow.	[5]	2,3	3,4
Q4.	Define the term 'Research Design'. Explain the components of a Research Design with the help of examples.	[5]	3,4	3,4,5
Q5.	Write notes on: a. Exploratory Research Design b. Data collection in research	[5]	2,3,4	4,5

::::::26/09/2024::::::E