

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

**CLASS: BBA  
BRANCH: MANAGEMENT**

**SEMESTER : V/ADD  
SESSION : MO/2024**

**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)	Define research. Explain the important characteristics of research. Give a brief outline of the research process.	[5] 1	2
Q.1(b)	Explain the importance of research problems. Discuss the steps involved in formulating a research problem.	[5] 1	3
Q.2(a)	Explain briefly the various components of research design. What are the factors you would consider when selecting a research design for a study with limited time and resources.	[5] 2	2
Q.2(b)	Suppose you are studying the effect of a new teaching method on students' performance. What type of research design would be most appropriate and why?	[5] 2	5
Q.3(a)	Differentiate between primary data and secondary data. How can a researcher combine primary and secondary data to strengthen their analysis?	[5] 3	3
Q.3(b)	Discuss the methods of collecting primary data. For a study on the impact of social media on mental health, what primary and secondary data sources would you use, justify your reasons.	[5] 3	5
Q.4(a)	Define simple random sampling and stratified random sampling. How do they differ? Explain with suitable examples.	[5] 4	3
Q.4(b)	Discuss any two types of non-probability sampling. Under which conditions nonprobability sampling methods are preferred?	[5] 4	4
Q.5(a)	How does effective editing contribute to the accuracy of tabulated data. Explain.	[5] 5	3
Q.5(b)	Discuss the importance of research reports as a major component of research study. Briefly explain the steps in report writing.	[5] 5	4

:::26/11/2024 M:::