

BIRLA INSTITUTE OF TECHNOLOGY, MESRA, RANCHI
(MID SEMESTER EXAMINATION MO/2024)

CLASS: BBA
BRANCH: BBA

SEMESTER III
SESSION : MO/2024

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

		CO	BL
Q.1(a)	What do you mean by research? Explain its significance in modern times.	[2]	1 2
Q.1(b)	Briefly describe the different steps involved in a research process.	[3]	1 1
Q.2(a)	What is the necessity of defining a research problem? Explain.	[2]	1 2
Q.2(b)	Distinguish between Research methods and Research methodology.	[3]	1 3
Q.3(a)	“Research design in exploratory studies must be flexible but in descriptive studies, it must minimise bias and maximise reliability.” Discuss.	[2]	2 3
Q.3(b)	Explain the meaning, components and significance of a Research design.	[3]	2 2
Q.4(a)	Why some Research are called Exploratory Research?	[2]	2 2
Q.4(b)	How does it differ from Conclusive Research?	[3]	2 3
Q.5(a)	Clearly explain the difference between collection of data through questionnaires and schedules.	[2]	3 2
Q.5(b)	Examine the merits and limitations of the observation method in collecting material.	[3]	3 2

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