

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

**CLASS: BBA/IMBA
BRANCH: MANAGEMENT**

**SEMESTER : III
SESSION : MO/2025**

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 and explain its characteristics and importance in business decision-making.	[5] 1	2
Q.1(b)	Explain the steps involved in the research process with reference to a small business study.	[5] 1	3
Q.2(a)	Define research design and describe the characteristics of a good research design.	[5] 2	2
Q.2(b)	Suppose you are conducting a study on consumer buying behaviour. Suggest a suitable type of research design and justify your choice.	[5] 2	3
Q.3(a)	Distinguish between primary data and secondary data, and state when each is suitable for use.	[5] 3	2
Q.3(b)	Explain the steps involved in developing a questionnaire for collecting primary data for a market survey.	[5] 3	3
Q.4(a)	Define sampling and explain the difference between probability and non-probability sampling.	[5] 4	2
Q.4(b)	Illustrate how simple random sampling and cluster sampling could be used to collect data for a consumer preference study.	[5] 4	3
Q.5(a)	Explain the meaning and importance of editing and tabulation in the presentation of research data.	[5] 5	2
Q.5(b)	Discuss the types and formats of research reports and explain the key parts of a table used in report writing.	[5] 5	3

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