

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

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

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

SUBJECT: MN207 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
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		CO	BL
Q.1(a)	Define the terms 'Research', 'Research Methodology' & 'Research Methods'.	[2] 1	1,2
Q.1(b)	Explain the terms 'Fundamental Research & Applied Research', giving suitable examples.	[3] 1	2,3
Q.2(a)	'Research is a systematic and scientific process. Comment.	[2] 1	2,3
Q.2(b)	Briefly explain the steps involved in the research process with an example.	[3] 1	2,3
Q.3(a)	'Research Design is extremely important for any research study. Justify.	[2] 2	2,3
Q.3(b)	Briefly discuss the components of research design for any study with an example.	[3] 2	3,4
Q.4(a)	What do you understand by 'Mixed Research' & 'Mixed Research Design? Explain.	[2] 2	3,4
Q.4(b)	What is meant by Exploratory Research Design? Explain with examples.	[3] 2	3,4
Q.5(a)	What type of data will be required for a study to be conducted in order to examine the role of social media on students' performance in examinations? Justify.	[2] 3	3,4
Q.5(b)	Briefly discuss the importance of the data collection phase in the context of a research enquiry.	[3] 3	3,4

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