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BRAINWARE UNIVERSITY

Term End Examination 2025-2026

Programme – BBA-Hons-2023/BBA(DM)-Hons-2023/BBA-Hons-2024/BBA(DM)-Hons-2024

Course Name – Research Methodology

Course Code - BBA40110/BBD40201/BBA40107/BBD40110

(Semester IV)

Full Marks : 60

Time : 2:30 Hours

[The figure in the margin indicates full marks. Candidates are required to give their answers in their own words as far as practicable.]

Group-A

(Multiple Choice Type Question)

1 x 15=15

1. Choose the correct alternative from the following :

- (i) Identify the primary objective of research.
 - a) To find solutions to problems
 - b) To increase sales
 - c) To create advertisements
 - d) To improve workplace relationships
- (ii) Identify which of the following is NOT an objective of research.
 - a) Exploration
 - b) Description
 - c) Random Decision Making
 - d) Explanation
- (iii) Identify which of the following is NOT a benefit of business research.
 - a) Improved decision-making
 - b) Better market understanding
 - c) Increased competition
 - d) Enhanced customer satisfaction
- (iv) Identify which type of research involves numerical data analysis.
 - a) Qualitative Research
 - b) Quantitative Research
 - c) Exploratory Research
 - d) Case Study Research
- (v) Select the correct option: A literature review is conducted to:
 - a) Identify existing research and gaps
 - b) Ignore past studies
 - c) Replace data collection
 - d) Make random decisions
- (vi) Identify which of the following is NOT a type of research design.
 - a) Exploratory research
 - b) Experimental research
 - c) Descriptive research
 - d) Predictive research
- (vii) Select the main objective of experimental research _____.
 - a) To describe market conditions
 - b) To explore new research areas
 - c) To establish cause-and-effect relationships
 - d) To collect secondary data
- (viii) Select the correct answer: Which of the following is an example of primary data?

- a) A newspaper article
c) Customer feedback collected through surveys
- b) Census reports
d) Textbooks
- (ix) Identify which of the following is NOT a secondary data source?
a) Journal articles
c) Industry reports
- b) Personal interviews
d) Published books
- (x) Select the correct answer: Secondary data is useful when:
a) A researcher needs specific, firsthand information
c) The researcher wants full control over data collection
- b) The research has time constraints and budget limitations
d) The research requires unique insights
- (xi) Which type of scaling compares one object to another?
a) Non-comparative scaling
c) Nominal scaling
- b) Comparative scaling
d) Interval scaling
- (xii) A sampling frame refers to:
a) The entire population
c) The final sample size
- b) A list of elements from which the sample is drawn
d) A type of probability sampling
- (xiii) Choose the correct option: Which of the following is a probability sampling technique?
a) Quota sampling
c) Stratified random sampling
- b) Snowball sampling
d) Judgmental sampling
- (xiv) Choose the correct option: Systematic sampling involves:
a) Selecting every nth element from the sampling frame
c) Choosing respondents based on convenience
- b) Using expert judgment to select samples
d) Selecting respondents who refer others
- (xv) Choose the correct option: Which of the following best defines a null hypothesis (H_0)?
a) A hypothesis that suggests a relationship exists
c) A hypothesis that must always be rejected
- b) A hypothesis that states there is no significant difference or effect
d) A hypothesis that can never be tested

Group-B

(Short Answer Type Questions)

3 x 5=15

2. Write the features of an 'Interval Scale'. (3)
3. Compare and contrast different types of questionnaire items. (3)
4. Define the meaning of the word 'RESEARCH'. (3)
5. Write short notes on: Semantic differential scale. (3)
6. Assess the power of a hypothesis test with example. (3)

OR

Summarize the role of referencing in maintaining academic integrity. (3)

Group-C

(Long Answer Type Questions)

5 x 6=30

7. Describe the exploratory research design and explain its applications with suitable examples. (5)
8. Explain the role of descriptive statistics in data analysis. (5)
9. Analyze the concept of snowball sampling. (5)
10. Describe the importance of business research. (5)
11. Summarize the main advantages and limitations of using questionnaires for data collection. (5)
12. Summarize the research process. (5)

OR

Summarize Analysis of Variance (ANOVA) and its utilization in business research.

(5)

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