



44030

Library
Brainware University
398, Ramkrishnapur Road, Barasat
Kolkata, West Bengal-700125



BRAINWARE UNIVERSITY

Term End Examination 2025-2026

Programme – BBA(BA)-Hons-2024

Course Name – Fundamentals of Research Methods

Course Code - BBB40110

(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) What is research?

- | | |
|--|---------------------------|
| a) A systematic investigation to establish facts | b) Random data collection |
| c) Guesswork | d) Personal opinion |

(ii) The main objective of research is to

- | | |
|----------------------|-----------------------|
| a) Prove assumptions | b) Discover new facts |
| c) Support beliefs | d) Increase confusion |

(iii) Which of the following is NOT a motivation for research?

- | | |
|-----------------|---------------------------|
| a) Curiosity | b) Desire for recognition |
| c) Routine work | d) Solving problems |

(iv) Utility of research mainly helps in

- | | |
|--------------------|------------------|
| a) Decision making | b) Entertainment |
| c) Speculation | d) Storytelling |

(v) Inductive theory is based on

- | | |
|--------------------------|-----------------------|
| a) Existing theory | b) Hypothesis testing |
| c) Observations and data | d) Assumptions |

(vi) A construct is

- | | |
|---|-----------------------------|
| a) Directly observable | b) Measurable without tools |
| c) Abstract and measurable through indicators | d) A constant |

(vii) Independent variable is the one that

- | | |
|--------------------------------|-------------------|
| a) Depends on another variable | b) Is manipulated |
| c) Remains constant | d) Is ignored |

(viii) Research process begins with

- | | |
|-------------------|---------------------------|
| a) Data analysis | b) Problem identification |
| c) Report writing | d) Sampling |

- (ix) Exploratory research is used when
- a) Problem is well defined
 - b) Little information is available
 - c) Data is numeric
 - d) Hypothesis exists
- (x) Measurement levels include
- a) Nominal, ordinal, interval, ratio
 - b) Qualitative and quantitative
 - c) Primary and secondary
 - d) Simple and complex
- (xi) Which sampling gives equal chance to all units?
- a) Convenience sampling
 - b) Purposive sampling
 - c) Random sampling
 - d) Quota sampling
- (xii) Data analysis involves
- a) Data collection
 - b) Data interpretation
 - c) Data storage
 - d) Data duplication
- (xiii) Research report conclusion should
- a) Introduce problem
 - b) Present raw data
 - c) Summarize findings
 - d) Add new objectives
- (xiv) Hypothesis is
- a) Data collection
 - b) Identifying gap
 - c) Sampling
 - d) Conclusion
- (xv) Dependent variable depends on
- a) Conclusion
 - b) Tentative assumption
 - c) Result
 - d) Fact

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Group-B

(Short Answer Type Questions)

3 x 5=15

2. Define research. (3)
3. Define inductive approach. (3)
4. What is a dependent variable? (3)
5. What is exploratory research? (3)
6. Explain any one of the non-probability sampling method. (3)

OR

Explain the differences between primary data and secondary data in research. (3)

Group-C

(Long Answer Type Questions)

5 x 6=30

7. Define research and explain its objectives and utility. (5)
8. Discuss the research process in detail. (5)
9. Differentiate between qualitative and quantitative research. (5)
10. Evaluate the role of research in evidence-based decision-making across organizations and society. (5)
11. Analyze how research limitations affect interpretation and scope of findings. (5)
12. Explain how research design acts as a control mechanism in research. (5)

OR

Analyze how interdisciplinary research contributes to solving complex real-world problems. (5)
