REV-01
BBA/35/05

2025/06

SET A

BACHELOR OF BUSINESS ADMINISTRATION

FOURTH SEMESTER

RESEARCH METHODOLOGY

BBA – 941(IDMJ)

[USE OMR FOR OBJECTIVE PART]

Duration: 3 hrs. **Full Marks: 70**

(Objective)

Time: 30 min. **Marks: 20**

Choose the correct answer from the following: *1×20=20*

1. What is the first step in the research process?
   a. Data Analysis
   b. Problem Formulation
   c. Sampling
   d. Report Writing

2. Which type of research focuses on solving practical problems?
   a. Basic Research
   b. Exploratory Research
   c. Applied Research
   d. Theoretical Research

3. Research Methodology refers to:
   a. Tools used in laboratories
   b. Philosophy behind the research methods
   c. Only sampling methods
   d. Guidelines for presentation

4. A study aimed at understanding consumer behavior patterns is an example of:
   a. Basic Research
   b. Applied Research
   c. Descriptive Research
   d. Experimental Research

5. Which of the following is NOT a type of research design?
   a. Exploratory
   b. Temporary
   c. Descriptive
   d. Experimental

6. Experimental research is used when the researcher wants to:
   a. Explore new ideas
   b. Describe past trends
   c. Establish cause-effect relationships
   d. Write a report

7. Descriptive research design is mainly used to:

a. Identify variables
b. Describe characteristics of population
c. Conduct laboratory experiments
d. Collect raw data

8. Probability sampling ensures:

a. Equal chance for each item
b. Biased selection
c. Only selected units
d. No randomization

9. Which of the following is a non-probability sampling method?

a. Random Sampling
b. Stratified Sampling
c. Judgemental Sampling
d. Systematic Sampling

10. Sample size determination depends on:

a. Researcher's mood
b. Population size and confidence level
c. Budget only
d. Research title

11. A structured set of questions sent to respondents is known as:

a. Interview
b. Observation
c. Questionnaire
d. Hypothesis

12. In which method does the researcher personally ask questions?

a. Schedule
b. Observation
c. Interview
d. Secondary data

13. Coding refers to:

a. Programming software
b. Writing research title
c. Giving numbers to responses
d. Writing formulas

14. Field work in research involves:

a. Online searching
b. Visiting libraries
c. Collecting data from real-life settings
d. Reading books

15. Which of the following is NOT a characteristic of research?
    a. Objective
    b. Systematic
    c. Biased
    d. Logical

16. A sample which truly represents the population is called:
    a. Biased sample
    b. Probability sample
    c. Representative sample
    d. Non-random sample

17. Snowball sampling is a:
    a. Probability sampling
    b. Non-probability sampling
    c. Laboratory sampling
    d. Descriptive sampling

18. Which one is not a primary data method?
    a. Questionnaire
    b. Schedule
    c. Newspaper
    d. Interview

19. Experimental research manipulates:
    a. Sample size
    b. Variables to observe effect
    c. Secondary data
    d. Charts and graphs

20. A hypothesis is:
    a. A fixed conclusion
    b. A proven theory
    c. A testable statement
    d. An assumption without logic

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Descriptive

Time: 2 hr. 30 mins. **Marks: 50**

[Answer question no.1 & any four (4) from the rest]

1. Define research. Explain the steps involved in the research process with suitable examples. 2+8=10

2. Discuss the significance of research in the field of business and management. What are the major characteristics of a good research problem? 5+5=10

3. What is research design? Explain in detail the three major types of research design with suitable examples. 2+8=10

4. Define population and sample in research. Explain the various probability sampling methods with advantages. 2+8=10

5. What is non-probability sampling? Discuss any two methods with example. Explain the importance and factors affecting the determination of sample size. 2+4+4=10

6. What is the difference between primary and secondary data? Explain any three methods of primary data collection in detail. 5+5=10

7. Explain the characteristics of a good questionnaire. Differentiate between questionnaire and schedule methods of data collection. 5+5=10

8. What is coding in data analysis? Explain the process of tabulation and how it aids in analysis of research data. 2+8=10

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