

B.B.A. DEGREE END SEMESTER EXAMINATION - OCTOBER 2025**SEMESTER 5 : BUSINESS ANALYTICS****COURSE : 23U5CRBBA16 : RESEARCH METHODOLOGY***(For Regular - 2023 Admission)*

Time : Three Hours

Max. Marks: 60

PART A**Answer All (1 mark each)**

1. What is census inquiry?
2. Discuss Observation study?
3. What is the difference between primary and secondary data?
4. What is analytical research?
5. What is interview schedule?
6. What is a research problem?
7. What is null hypothesis?
8. What are Focus group interview ?

(1 x 8 = 8)**PART B****Answer any 6 (2 marks each)**

9. What is the significance of interpretation and findings of a research report?
10. Explain the term Bibliography.
11. What are telephonic interviewing?
12. What is observational method?
13. Explain quantitative research with an example.
14. Write short note on case study method of research?
15. What is Report writing?
16. What are the criteria for selecting a sampling procedure?

(2 x 6 = 12)**PART C****Answer any 4 (5 marks each)**

17. What is executive summary in a research?
18. Distinguish Open end and closed end questions.
19. Discuss in detail the various methods used for data collection of primary data?
20. Under what circumstances would you recommend a non-probability?
21. What do you mean by independent variable?
22. Distinguish the qualitative and quantitative research.

(5 x 4 = 20)**PART D****Answer any 2 (10 marks each)**

23. Explain different types of sample designs.
24. Discuss different types of reports.
25. What is the significance of implications in a research study?
26. What is research problem? What are the steps involved for defining a research problem?

(10 x 2 = 20)