Reg. No …….. Name…… **26U4214**

B B A DEGREE END SEMESTER EXAMINATION - MARCH 2026

UGP (HONS) SEMESTER - 4: (BBA INTEGRATED MARKETING & BBA BUSINESS ANALYTICS)

COURSE: 24UBBACCR207: BUSINESS RESEARCH METHODOLOGY

(For Regular 2024 Admission)

Time: 2 Hours Max. Marks: 70

PART A

Answer any 5 out of 8 questions. Each question carries 3 marks.

1. A company studies why customers abandon online shopping carts. Identify and briefly explain the type of research involved. (CO3 {E})
2. Mention three criteria for good research. (CO1 {U})
3. Comment on the statement, *"Data obtained from the census survey is free from sampling errors".* (CO2 {E})
4. Frame a research problem statement for a study on "*employee satisfaction in remote working conditions*." (CO2 {A})
5. State any three practical sources of research problems in business. (CO2 {U})
6. When is stratified sampling preferred? Give one example. (CO3 {A})
7. Identify the sampling method where every member of the population has an equal probability of selection. (CO3 {R})
8. A researcher collects responses through an online questionnaire. Identify and briefly explain the type of data collected. (CO1 {R})

(3 × 5 = 15)

PART B

Answer any 3 out of 5 questions. Each question carries 5 marks.

9. A startup experiences low customer retention. Explain how to develop research objectives to address this issue. (CO1{U})
10. Explain the things to be considered when selecting a research problem. (CO4{E})
11. A researcher has budget limitations while studying customer behaviour. Explain how the sampling design ensures efficiency. (CO3{An})
12. Describe features of a good research design with suitable examples. (CO3{U})

13. Explain quantitative and qualitative research approaches with business illustrations. (CO1{A})

(5 × 3 = 15)

PART C

Answer any 1 out of 2 questions. Each question carries 20 marks.

14. Explain the concept of Hypothesis Testing in business research. Discuss null and alternative hypotheses, Type I and Type II errors, and statistical tools such as mean test, proportion test, and chi-square test. (CO1{U}-CO4{E})

OR

15. Discuss Primary and Secondary Data in detail. Explain methods of collecting primary data, advantages and limitations, sources of secondary data, and factors influencing the choice of data collection method. (CO1{U}–CO4{E})

(20 × 1 = 20)

PART D

Answer any 1 out of 2 questions. Each question carries 20 marks.

Case Study: AI Adoption and Job Displacement Debate (2026)

16. In 2026, many Indian IT companies and banks have rapidly adopted AI tools and automation platforms to improve efficiency and reduce operational costs. While productivity has increased, concerns are rising about job displacement, skillmismatch, and employee morale. You are appointed as a Research Consultant to study the impact of AI adoption on employee productivity and job satisfaction.

Answer the following:

a) Formulate a clear research problem statement.

b) Frame at least four research objectives.

c) Identify the most suitable type of research and justify your answer.

d) Design a research framework including:

Research design

Sampling method (who will be surveyed/interviewed?)

Data collection tools

e) Frame one null and alternative hypothesis related to productivity or job satisfaction.

f) Suggest a suitable statistical test and justify.

g) Explain how findings can guide HR and management strategy. (CO1{U}–CO4{C})

OR

17. The online cab/taxi booking application is experiencing a significant and unexpected decline in its active customer base. The organisation seeks to systematically investigate the reasons behind customer attrition and identify actionable strategies to improve customer retention and long-term engagement. Prepare a research proposal to study the factors leading to the same. The proposal must include, but not be limited to, the following:

a) Statement of the research problem,

b) Objectives of the study: at least four,

c) A conceptual framework and list of important variables to be considered, and

d) Sampling design and data collection methods.

(CO1{U}–CO4{C})

(20 × 1 = 20)