

B.B.A. DEGREE END SEMESTER (SAY) EXAMINATION - MAY 2026**SEMESTER 5 : BUSINESS ANALYTICS****COURSE : 23U5CRBBA16 - RESEARCH METHODOLOGY***(For Supplementary (SAY) 2023 Admission)*

Time : Three Hours

Max. Marks: 60

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

1. What are structured interview?
2. What is sample?
3. What are questionnaires?
4. Explain Snowball sampling.
5. What is sample frame?
6. Explain the term respondents.
7. What is interview schedule?
8. Explain Case studies?

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

9. Define social research.
10. What is sampling and sampling frame?
11. What is probability sampling?
12. What is conclusive research?
13. What is historical research?
14. Is there any significance for the realibility of a research study?
15. What is Report writing?
16. Describe in details the steps invoved in sampling process?

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

17. Distinguish between Research Methodology and Research Methods.
18. How credibility and validity of a research is measured?
19. What is the difference between primary and secondary data?
20. Distinguish between descriptive and diagnostic research design.
21. Write short note on techniques of writing report?
22. Describe correlation research?

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

23. What is meant by research? Briefly discuss the various stages involved in the research process.
24. State few characteristics of a research.

25. Discuss the goal of scientific research study and what are the steps involved in writing a report.
26. What is research problem? What are the steps involved for defining a research problem .
(10 x 2 = 20)