

(For those admitted in June 2023 and later)

**PROGRAMME AND BRANCH: B.B.A.**

SEM	CATEGORY	COMPONENT	COURSE CODE	COURSE TITLE
V	PART - III	CORE - 10	U23BB510	RESEARCH METHODOLOGY

**Maximum: 75 Marks**

<b>Course Outcome</b>	<b>Bloom's K-level</b>	<b>Q. No.</b>	<b>SECTION – A (10 X 1 = 10 Marks)</b> <b>Answer ALL Questions.</b>
CO1	K1	1.	Marketing researcher is firstly to find out _____. a) problem and define it                      b) unrelated problems c) symptoms    d) none of the above
CO1	K2	2.	The way of executing the research is called _____. a) research design                      b) data                      c) techniques                      d) analysis
CO2	K1	3.	The most important advantage of sampling method of data collection is _____. a) increase accuracy                      b) the only method of data collection c) saves time    d) easy to handle data
CO2	K2	4.	The best sampling method for sampling a population of finite size is _____ sampling. a) area                      b) systematic                      c) purposive                      d) quota
CO3	K1	5.	Questionnaire is a method of _____. a) primary data collection                      b) secondary data collection c) primary and secondary data collection                      d) a schedule
CO3	K2	6.	_____ can be the source of primary data in research. a) survey    b) experiment c) survey and experiment                      d) survey and reference
CO4	K1	7.	_____ is the first step in data preparation. a) Data coding                      b) Data editing                      c) Data entry                      d) Data classification
CO4	K2	8.	The main purpose of data editing is to _____. a) Organize data into tables                      b) Check for consistency and completeness c) Identify patterns in the data                      d) Enter the data into software
CO5	K1	9.	Reference materials are placed _____. a) at the beginning                      b) in the middle c) at the end    d) no place in the report
CO5	K2	10.	Report writing is the _____. a) first stage                      b) final stage                      c) clarity                      d) subject matter
<b>Course Outcome</b>	<b>Bloom's K-level</b>	<b>Q. No.</b>	<b>SECTION – B (5 X 5 = 25 Marks)</b> <b>Answer ALL Questions choosing either (a) or (b)</b>
CO1	K3	11a.	Explain the need and importance of research. <b>(OR)</b>
CO1	K3	11b.	What are the criteria of good research in business?

CO2	K3	12a.	Explain the need and importance of research design. <b>(OR)</b>
CO2	K3	12b.	What are the characteristics of sampling? Illustrate.
CO3	K4	13a.	Explain about the Survey observation. <b>(OR)</b>
CO3	K4	13b.	Distinguish between questionnaire and schedule.
CO4	K4	14a.	Briefly explain about the analysis and interpretation of data. <b>(OR)</b>
CO4	K4	14b.	Explain about the presentation of data.
CO5	K5	15a.	What are the essentials of good report? Explain. <b>(OR)</b>
CO5	K5	15b.	Write short note on Plagiarism?

Course Outcome	Bloom's K-level	Q. No.	<p align="center"><b>SECTION – C (5 X 8 = 40 Marks)</b>  <b>Answer <u>ALL</u> Questions choosing either (a) or (b)</b></p>
CO1	K3	16a.	Describe the different steps involved in the research process. <b>(OR)</b>
CO1	K3	16b.	Write a detailed note on Formulating the problem.
CO2	K4	17a.	Briefly explain about the scaling methods. <b>(OR)</b>
CO2	K4	17b.	Elaborate on probability and non-probability sampling methods.
CO3	K4	18a.	Explain the various methods of primary data collection. <b>(OR)</b>
CO3	K4	18b.	Explain the various types of questionnaire.
CO4	K5	19a.	Enumerate the classification and tabulation & cross tabulation <b>(OR)</b>
CO4	K5	19b.	Write short notes on Data Coding , Data Editing
CO5	K5	20a.	Enumerate the steps in report writing. <b>(OR)</b>
CO5	K5	20b.	Explain the different types of research reports.