



PROGRAMME AND BRANCH: B.B.A.

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

Date & Session:06.11.2025/FN

Time : 3 hours

Maximum: 75 Marks

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

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