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# COER University

## END SEMESTER EXAMINATION, EVEN SEM 2022-23

Time : 3 hours  
 Program Name : BBA  
 Course Name : Research Methodology

Total Marks : 100  
 Semester : IV  
 Course Code : SOB 202

Note: All questions are compulsory. No student is allowed to leave the examination hall before the completion of the time.

Q. No 1	Attempt Any Four Parts. Each Question Carries 5 Marks.	CO	BL
(a)	Define a research problem and discuss its characteristics.	CO 1	2
(b)	Outline the steps involved in the research process.	CO 1	2
(c)	Explain the significance of research design in the research process.	CO 1	2
(d)	Mention any two demerits of secondary sources of data.	CO 1	2
(e)	Enumerate the steps involved in selecting a research design.	CO 1	2

Q. No 2	Attempt Any Four Parts. Each Question Carries 5 Marks.	CO	BL
(a)	What is tabulation?	CO 2	2,3
(b)	Tabulation and Cross-tabulation of data is an important step in data collection. Justify the statement.	CO 2	2,3
(c)	Differentiate between research methods and research methodology.	CO 2	2,3
(d)	Describe various methods of primary data collection.	CO 2	2,3
(e)	Write short notes on Likert scale.	CO 2	2,3

Q. No 3	Attempt Any Four Parts. Each Question Carries 5 Marks.	CO	BL
(a)	What are the various primary sources of data? Explain the merits and demerits of any two sources.	CO 3	3
(b)	What are the different types of sampling techniques? Explain in detail.	CO 3	3
(c)	What are the sources of secondary data and how it differentiates from primary data? Distinguish between qualitative research and quantitative research?	CO 3	3
(d)	Differentiate between Stratified sampling and Quota sampling.	CO 3	3
(e)	Explain briefly the purpose of research design.	CO 3	3

Q. No 4	Attempt Any Two Parts. Each Question Carries 10 Marks.	CO	BL
(a)	Discuss about the problems encountered by the researchers in India.	CO 4	3,4
(b)	What is the purpose of advertising and sales promotion research? Illustrate with an example.	CO 4	3,4
(c)	What are the various measurement scales? Explain all with suitable example.	CO 4	3,4

Q. No 5	Attempt Any Two Parts. Each Question Carries 10 Marks.	CO	BL
(a)	Explore the role of a report in a business setting.	CO 5	5
(b)	Examine the contents of a typical business report and explain them in detail.	CO 5	5
(c)	How can you handle questions and feedback during a report presentation? Investigate properly and discuss.	CO 5	5

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