

Course Code: 24BB4C02

BONAM VENKATA CHALAMAYYA INSTITUTE OF TECHNOLOGY & SCIENCE  
(AUTONOMOUS)

II-BBA II-Semester Regular Examinations (BR24), June - 2026

RESEARCH METHODOLOGY (BBA)

Time: 3 hours

Max. Marks: 70

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*Question Paper consists of Part-A and Part-B*  
*Answer ALL the question in Part-A and Part-B*  
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**PART-A (10X2 = 20M)**

|  | Marks | CO   | BL  |
|--|-------|------|-----|
| 1. a) Define business research             | (2M)  | CO 1 | L 1 |
| b) what is social research                 | (2M)  | CO 1 | L 1 |
| c) What is sampling design                 | (2M)  | CO 2 | L 1 |
| d) List out non random sampling techniques | (2M)  | CO 2 | L 1 |
| e) Introduction to field work?             | (2M)  | CO 3 | L 1 |
| f) What is observation method?             | (2M)  | CO 3 | L 1 |
| g) What is a hypothesis?                   | (2M)  | CO 4 | L 1 |
| h) What is Chi-square test?                | (2M)  | CO 4 | L 1 |
| i) DEFINE research report?                 | (2M)  | CO 5 | L 1 |
| j) Introduction to plagiarism?             | (2M)  | CO 5 | L 1 |

**PART-B (5X10 = 50M)**

|   |      |      |    |
|---|------|------|----|
| 2. a) Explain the nature and importance of research       | (5M) | CO 1 | L2 |
| b) Describe the different types of research in detail.    | (5M) | CO 1 | L2 |
| (OR)  |      |      |    |
| 3. a) Explain the steps involved in the research process. | (5M) | CO 1 | L2 |
| b) How do you define and formulate a research problem?    | (5M) | CO 1 | L1 |

UNIT-II

|   |      |      |    |
|---|------|------|----|
| 4. a) Explain primary and secondary data with advantages and disadvantages. | (5M) | CO 2 | L2 |
| b) Describe various methods of data collection.                             | (5M) | CO 2 | L2 |
| (OR)  |      |      |    |
| 5. a) Differentiate between random and non-random sampling techniques.      | (5M) | CO 2 | L5 |
| b) Explain sampling design and sampling procedures.                         | (5M) | CO 2 | L2 |


UNIT-III

|  |      |      |    |
|--|------|------|----|
| 6. a) Explain survey research design and its types.                          | (5M) | CO 3 | L2 |
| b) Discuss the nature and importance of field work management.               | (5M) | CO 3 | L6 |
| (OR)   |      |      |    |
| 7. a) Compare personal interviews, telephone interviews, and questionnaires. | (5M) | CO 3 | L5 |
| b) Describe the process of conducting survey research.                       | (5M) | CO 3 | L2 |

UNIT-IV

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|-----|--|------|------|----|
| 8.  | a) Explain null and alternative hypotheses                                   | (5M) | CO 4 | L2 |
|     | b) Differentiate between parametric and non-parametric tests.                | (5M) | CO 4 | L5 |
|     | (OR)   |      |      |    |
| 9.  | a) Explain t-test and its applications.                                      | (5M) | CO 4 | L2 |
|     | b) Describe tests of significance for small samples.                         | (5M) | CO 4 | L2 |
|     | UNIT-V   |      |      |    |
| 10. | a) Explain the process of report writing.                                    | (5M) | CO 5 | L1 |
|     | b) Discuss different types of research reports.                              | (5M) | CO 5 | L6 |
|     | (OR)   |      |      |    |
| 11. | a) What are the qualities of a good research report?                         | (5M) | CO 5 | L1 |
|     | b) Discuss the importance of data collection and analysis in report writing. | (5M) | CO 5 | L6 |

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21/04/26