



K24U 2854

Reg. No. : .....

Name : .....

V Semester B.B.A./B.B.A. (RTM) Degree (C.B.C.S.S. – O.B.E. – Regular/  
Supplementary/Improvement) Examination, November 2024  
(2019 to 2022 Admissions)  
Core Course  
5B10 BBA/BBA (RTM) : BUSINESS RESEARCH METHODS

Time : 3 Hours

Max. Marks : 40

PART – A  
Very short answer

Answer **all** questions. Each question carries **one** mark. (6×1=6)

1. What is research ?
2. What is the significance of a literature review in research ?
3. What is descriptive research design ?
4. What are the sources of a research problem ?
5. What is the purpose of a report ?
6. What is a hypothesis in research ?

PART – B  
Short answer

Answer **any six** questions. Each question carries **two** marks. (6×2=12)

7. What are the key characteristics of research ?
8. What is the difference between primary and secondary data in research ?
9. Explain the role of ethics in research.
10. Discuss the importance of research in advancing knowledge and solving real-world problems.

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11. How does research design differ from research methodology ?
12. What are the key characteristics of a well-defined research problem ?
13. What is the primary objective of an executive summary in a report ?
14. Explain the difference between qualitative and quantitative research.

PART – C  
Essay

Answer **any four** questions. Each question carries **three** marks. (4×3=12)

15. Compare and contrast basic and applied research.
16. Explain the importance of research design in the research process.
17. Explain the process of identifying a research problem and discuss its importance in the research process.
18. Discuss how the alignment of a research problem with theoretical frameworks enhances the research process.
19. Discuss the difference between experimental and descriptive research designs, including examples of when each is appropriate.
20. Discuss the importance of the results and discussion sections in a report. How do these sections complement each other ?

PART – D  
Long Essay

Answer **any two** questions. Each question carries **five** marks. (2×5=10)

21. Discuss the research process in detail, including its phases, challenges and significance in academic and practical settings.
22. Discuss the significance of research design in ensuring the validity and reliability of research findings, with examples from different research methodologies.
23. Discuss the process of formulating a research problem, including the step involved and the criteria for selecting a viable research problem.
24. Discuss the structure and content of a formal report. How does each section contribute to the overall effectiveness of the report ?