

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 600 086
(For candidates admitted during the academic year 2023-24 and thereafter)

B.B.A DEGREE SEMESTER EXAMINATION - APRIL 2026
BUSINESS ADMINISTRATION
FOURTH SEMESTER

COURSE : MAJOR CORE
PAPER : RESEARCH METHODOLOGY
SUBJECT CODE : 23BA/MC/RM43
TIME : 3 HOURS

MAX. MARKS: 100

SECTION A			
Q. No.	Answer all the questions:	(5 x 2 = 10)	CO KL
1.	Define Research.		CO1 K1
2.	Write a note on Research Gap.		CO1 K1
3.	Why is the Sample Size important?		CO1 K1
4.	Mention the factors to be considered while choosing Data Analysis.		CO1 K1
5.	Explain Research Reports.		CO1 K1
SECTION B			
Q. No.	Answer any four questions:	(4 x 5 = 20)	CO KL
6.	Explain the scope of Research in Business and Commerce.		CO2 K2
7.	Briefly classify the Research Design.		CO2 K2
8.	Differentiate between Schedule and Questionnaire.		CO2 K2
9.	How would you interpret the Output?		CO2 K2
10.	Explain the types of Report Writing.		CO2 K2
11.	Outline the methods used in Observation.		CO2 K2
SECTION C			
Q. No.	Answer all the questions: (Internal Choice)	(4 x 10 = 40)	CO KL
12.	a) How would you apply the structure of research methodology to a Research Design? (OR) b) Describe the systematic steps involved in identifying a research problem?		CO3 K3
13.	a) Evaluate the Literature Review thoroughly. (OR) b) Identify the types of Variables with suitable example.		CO3 K3
14.	a) Explain the Probability and Non- Probability Sampling. (OR) b) Discover the different types of Interview methods with their pros and cons.		CO4 K4
15.	a) Examine the layout of the Research Report. (OR) b) Illustrate the factors that Influence data analysis.		CO4 K4
SECTION D			
Q. No.	Answer any two questions:	(2 x 15 = 30)	CO KL
16.	Elaborate the various kinds of Research.		CO5 K5
17.	Evaluate the sources of Secondary data highlighting their significance.		CO5 K5
18.	Discuss the various methods of Data Processing.		CO5 K5
