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BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.) (071)
BBA IN SPORTS MANAGEMENT (472)

EXAMINATION: DECEMBER - 2025

SEMESTER - V

Sub.: Research Methodology (BBA22-512/BBA15-512/BBA23-512)

Date : 18/12/2025

Total Marks : 60

Time: 10.00 am To 12.30 pm

Instructions: 1) All questions are compulsory.
2) Figures to the right indicate full marks.

(05)

Q. 1. Choose the most appropriate option.

1. Research that aims at solving practical problems is called.....
 - a) Basic research
 - b) Applied research
 - c) Historical research
 - d) Exploratory research
2. The first step in the research process is.....
 - a) Data collection
 - b) Hypothesis testing
 - c) Problem identification
 - d) Report writing
3. A good hypothesis should be.....
 - a) Unclear
 - b) Non-testable
 - c) Testable and measurable
 - d) Based on opinions
4. Which of the following is a primary data method?
 - a) Journals
 - b) Government reports
 - c) Observation
 - d) Books
5. Likert scale is used to measure
 - a) Height
 - b) Attitudes
 - c) Income
 - d) Age

Q. 2. State True / False

(05)

1. Research is a systematic and scientific inquiry.
a) True
b) False
2. Hypothesis is not required in exploratory studies.
a) True
b) False
3. Secondary data is always more accurate than primary data.
a) True
b) False
4. Scaling is used to assign numbers to variables.
a) True
b) False
5. Data coding is done before data collection.
a) True
b) False

Q. 3. Write Short notes on (Any Three)

(15)

1. Meaning of Research
2. Social Research
3. Characteristics of a Good Research Problem
4. Types of Hypotheses
5. Primary Data Collection Methods

Q. 4. Answer in detail (Any Two) (20)

1. Explain in detail the research process with all step
2. Discuss different types of research designs.
3. Explain qualitative and quantitative research in detail.
4. What is social research? Explain its significance and challenges.

Q. 5. Case study (15)

Employee Satisfaction Survey

A company wants to measure satisfaction regarding salary, work environment, and supervision.

Questions :

1. What type of research is this?
 2. Suggest a suitable scaling technique.
 3. Which data collection method is appropriate?
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