



ST. FRANCIS DE SALES COLLEGE

A FRANSALIAN INSTITUTE OF HIGHER EDUCATION **AUTONOMOUS**

NAAC A GRADE • AFFILIATED TO BANGALORE UNIVERSITY • AICTE APPROVED • 2(F) & 12 (B) RECOGNITION OF UGC • ISO 9001:2015 CERTIFIED

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END SEMESTER EXAMINATION – APRIL/MAY 2026

BUSINESS ADMINISTRATION – IV SEMESTER BBA

25BBA45A: BUSINESS RESEARCH METHODOLOGY

Time: 3 Hours

Max. Marks: 80

Instruction: *Answer should be written completely in English*

SECTION – A

1. Answer any **SEVEN** questions. Each question carries **TWO** marks.

(7X2=14)

- Mention two main characteristics of research?
- What is meant by research objective?
- Define research gap.
- What is Mendeley?
- What do you mean by exploratory research design?
- Describe observation method.
- Define questionnaire.
- What is RBI data portal?
- Define descriptive analysis.
- Define Bibliography.

SECTION – B

Answer any **THREE** questions. Each question carries **EIGHT** marks.

(3X8=24)

- Discuss the characteristics and objectives of research.
- Explain research discovery tools like Connected Papers and Research Rabbit.
- Explain primary data collection methods with examples.
- Explain interview method in data collection.
- Explain graphical representation methods in Research.

SECTION – C

Answer any **THREE** questions. Each question carries **FOURTEEN** marks.

(3X14=42)

- Discuss ethical issues in research and the importance of avoiding plagiarism.
- Explain research gap identification and different types of research gaps.
- Explain research design and its importance in research.
- Explain data analysis including classification and Tabulation.
- Explain descriptive and inferential analysis in research.

