Roll No:
Date: __/__/____

St. Claret College

Autonomous, Bengaluru

UG END SEMESTER EXAMINATION-MAY 2026

BBA-IV SEMESTER

BM 4325: BUSINESS RESEARCH METHODOLOGY

TIME: 3 hours. 26 **MAX. MARKS: 80**

This paper contains TWO printed pages and FOUR parts

Instructions:

1. **Verify and ensure that the question paper is completely printed.**
2. **Any discrepancies or questions about the exam paper must be reported to the COE within 1 hour after the examination.**
3. **Students must check the course title and course code before answering the questions.**

PART-A

Answer ALL questions. Each answer carries ONE mark. **[1 x10=10]**

1. What do you describe the act of presenting the work of another person without giving proper acknowledgement?
   a. Referencing
   b. Plagiarism
   c. Citation
   d. Paraphrasing
2. The main uses of reference management tools are:
   a. Creating charts
   b. Editing videos
   c. Organizing citations and references
   d. Designing logos
3. A research design which describes the nature of a population or a phenomenon is referred to as:
   a. Descriptive research
   b. Causal research
   c. Exploratory research
   d. Analytical research
4. Chat-bots can help in research in the following ways:
   a. Replacing all researchers
   b. Eliminating research
   c. Avoiding respondents
   d. Smart surveys and data collection
5. Which of the following statements best describes the way AI writing tools support academic writing?
   a. They replace researchers and eliminate the need for writing.
   b. They help generate ideas, correct grammar, summarize, and rephrase content.
   c. They only translate languages.
   d. They only store research papers.
6. What would be a responsible use of AI practice in academic research?
   a. Blindly trusting AI output
   b. Submitting AI work without editing
   c. Cross-checking AI-generated information
   d. Avoiding references

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7. Which type of literature review combines results of multiple studies using statistical techniques?

a. Narrative Review
b. Meta-analysis
c. Systematic Review
d. Scoping Review

8. Sample size refers to:

a. Number of units selected for the sample
b. Number of variables used in research
c. The total population of the study
d. Number of questionnaires designed

9. Which of the following tests are used in the statistical analysis to determine the significance of quantitative research study?

a. Chi-Square Test
b. Z-Test
c. T-Test
d. All of the above

10. The primary purpose of using APA or MLA formatting in bibliographies is to:

a. Increase the length of research papers
b. Decorate the research document
c. Give credit to original authors and avoid plagiarism
d. Reduce the number of references

PART-B

Answer any THREE questions. Each answer carries EIGHT marks. [3x8=24]

11. Describe the various steps involved in conducting a research process.
12. List and describe the different sources of literature available for research studies.
13. What is hypothesis testing? Explain the steps involved in testing a hypothesis in research studies.
14. Explain the different methods of primary data and secondary data collection.
15. Describe the structure involved in writing a rresearch rreport.

PART-C

Answer any THREE questions. Each answer carries TWELVE marks [12x3=36]

16. What is business research? Discuss the types of research used in business research.
17. Mention the types of research analysis? Explain in detail the tools and techniques of descriptive data analysis.
18. Identify and elaborate on the various types of variables used in rresearch.
19. Explain the AI tools used for literature review and discuss the benefits of AI tools in research.
20. Classify and describe the probability and non-probability sampling techniques.

PART-D

Answer the following case study. Each answer carries TWO marks. [10x1=10]

21. Zepto applies research methodology and data analytics to solve operational challenges in 10-minute delivery. The company collects primary data (app-based orders) and analyzes secondary patterns (time, location, demand trends) to study customer behavior. Using this data, Zepto adopts a demand forecasting model and implements dark store strategy for efficient distribution. This research-driven approach improves decision-making, inventory control, and customer satisfaction.

Questions:

a) Identify the type of research and data collection methods used by Zepto in analysing customer demand.
b) How does demand forecasting act as a research tool to improve operational efficiency in Zepto?