

Department of Management Studies

Academic year 2025-26

Programme: BBA GENERAL	Year & Semester: 2 nd Year and 4 th Sem
Course Name: BRM	Course Code: BBA/GNL/403
Prepared by: Dr Sanjana Kaushik	

Unit I

Short answer questions

Q.N.	Question	KL
1	Definition of BRM?	1
2	Explain the significance of understanding the BRM in Academics .	2
3	Identify the types of BRM.	1
4	List the key criteria that define good research.	1
5	Mention any two <i>Examples of Qualitative Factors</i> .	1

Long answer questions

Q.N.	Question	KL
1	Analyze the challenges involved in conducting social science research in India and propose potential solutions.	4
2	Explain Research Process .	2
3	Evaluate the importance and Criteria of a good Research	5
4	Examine the relationship between the <i>Qualitative and Quantitative Factors</i> .	4
5	Discuss How Research Methodology is important in Research .	4

Unit II

Short answer questions

Q.N.	Question	KL
1	Define research design and discuss its importance in a research study.	1
2	Describe the components involved in formulating a research problem.	2
3	Explain the essential features of a good research design.	2
4	Discuss the significance of selecting an appropriate research design..	4
5	Discuss the need for conducting a literature review in research.	4

Long answer questions

Q.N.	Question	KL
1	Discuss the process of selecting and formulating a research problem..	4
2	Examine the types of research design and their applicability to different research scenarios.	4
3	Analyze the significance of literature review in shaping the direction of research.	4
4	Evaluate the importance of a well-structured research design in ensuring reliable research outcomes.	5
5	Describe the challenges faced when defining a research problem and how researchers can overcome these challenges..	2

Unit III

Short answer questions

Q.N.	Question	KL
1	Define meaning of census in research?	1
2	Define sampling and its significance in research.	1
3	Mention the key principles of sampling?	1
4	Explain the difference between probability and non-probability sampling methods.	2
6	Mention the essential characteristics of a good sample?	1

Long answer questions

Q.N.	Question	KL
1	Discuss the various methods of sampling and their advantages and disadvantages.	4
2	Explain the significance of primary and secondary data in social science research.	2
3	Evaluate the importance of proper sampling techniques in ensuring the reliability and validity of research findings.	5
4	Describe the methods of collecting primary and secondary data, highlighting the pros and cons of each.	2

Unit IV

Short answer questions

Q.N.	Question	KL
1	Define data tabulation, and why is it important in research?	1
2	Explain the meaning of research report writing.	2
3	Mention the essential qualities of a good research report?	1
4	Discuss the role of computer and internet in data collection.	4

Long answer questions

Q.N.	Question	KL
1	Describe the process of collecting primary and secondary data for research. Provide examples of tools used for data collection.	2
2	Explain the steps involved in tabulating data and its significance in data analysis.	2
3	Evaluate the importance of writing a well-structured research report. Discuss the steps involved in the report writing process.	5
4	Examine the limitations of primary and secondary data and how they can impact research findings.	4
5	Explain the Report Writing Process.	2