

**Daffodil International University (DIU)**  
Faculty of Business and Entrepreneurship  
Department of Business Administration  
**Program: BBA**

Semester: **Fall-2025**

Time: **1.5 Hours**

Course Code: **0419-322**

Course Title: **Business Research Methodology**

Examination: **Mid-term**

Full Marks: **25**

Teacher's Name: **DAR/DSA**

Section: **All**

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**(Answer all questions)**

1. (a) Explain research methods and research methodology with an examples. [CLO-1: L-2]  
(b) Distinguish between descriptive and correlation research with an examples. [CLO-1: L-2]  

**3 + 3 = 6 marks**
2. (a) Define literature review and Explain the process of identifying a business research problem. [CLO-1: L-2]  
(b) Show the sources of business research problems. [CLO-1: L-2]  

**3 + 3 = 6 marks**
3. (a) "Smoking leads to cancer" from this sentence, select the independent and dependent variables. [CLO-2 : L-3]  
(b) List the name of different types of probability sampling. [CLO-2 : L-3]  
(c) Select the ideal survey size for a population size of 320 people. Use a 99% confidence level, a 50% standard deviation, and a 3% margin of error. For 99% confidence, you would have a z-score of 2.58. [CLO-2 : L-3]  

**2+ 3 +2 = 7 marks**
4. (a) Compare the different levels of measurement—nominal, ordinal, interval, and ratio — in the context of business research. [CLO-2 : L-4]  
(b) Explain the different types of closed-ended questions related to the business research. [CLO-2: L-2]  

**3 + 3 = 6 marks**