INSTITUTE OF
TECHNOLOGY

USN

Internal Assesment Test - III

Sub:	RESEARCH METHODS						Code:	17MBA23		
Date:	23/05/2018	Duration:	90 mins	Max Marks:	40	Sem:	II	Branch:	MBA	

		Marks	OBE	
			CO	RBT
Part A -Answer Any Two Full Questions (16*02=32 Marks)				
1(a)	What is meant by cross tabulation? Give an example	[02]	CO3	L1
(b)	Discuss the types of reports	[06]	CO3	L2
(c)	Define the term "hypothesis". Explain the various steps involved in testing of hypothesis?	[02+06]	CO3	L2
2 (a)	Write a short note on Annova.	[02]	CO3	L1
(b)	What is executive summary; discuss its role in business research report?	[06]	CO3	L1
(c)	Explain briefly the two types of errors in testing of hypothesis?	[08]	CO3	L5
3(a)	Distinguish between oral and written report?	[02]	CO4	L4
(b)	Difference between parametric and non- parametric tests?	[06]	CO4	L4
(c)	Explain the steps involved in processing the data?	[08]	CO4	L4
Part B - Compulsory (01*08=08 marks)				
4 (a)	Descibe the components of a written research report.	[08]		
			CO4	L4

Course Outcomes		PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1:	Display keen interest and orientation towards entrepreneurship							
CO2:	Develop a business plan							
CO3:	Become aware about various sources of funding for an entrepreneur including financial institutions, venture capitalists and Angel Investors	2a				2b	1a	
CO4:	Gain consciousness towards social entrepreneurship and rural entrepreneurship opportunities	1c			1b	2c	3c	3a, 3b
CO5:								
CO6:								

Cognitive level	KEYWORDS
L1	List, define, tell, describe, identify, show, label, collect, examine, tabulate, quote, name, who, when, where, etc.
L2	summarize, describe, interpret, contrast, predict, associate, distinguish, estimate, differentiate, discuss, extend
L3	Apply, demonstrate, calculate, complete, illustrate, show, solve, examine, modify, relate, change, classify, experiment, discover.
L4	Analyze, separate, order, explain, connect, classify, arrange, divide, compare, select, explain, infer.
L5	Assess, decide, rank, grade, test, measure, recommend, convince, select, judge, explain, discriminate, support, conclude, compare, summarize.

PO1 - *Knowledge application; PO2 - Analytical and logical thinking; PO3 - Team work; PO4 - Leadership; PO5 - life-long learning; PO6 - Analyze and practice aspects of business;* PO7- *Personal and Societal growth*;