CMR INSTITUTE OF TECHNOLOGY

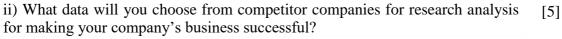
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## Internal Assesment Test - I

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Sub:	Research Metho	odology						Code:	18	MBA2	3
Date:	28/03/2019	Duration:	90 mins	Max Marks:	50	Sem:	II	Branch:	Ml	BA	
								3.6			BE
	D4 A A	A T E	II O4	(15*02-2	0 N /	-I\		Mai	rks	СО	RBT
1()	Part A -Answe	·	_	·		ŕ				001	T 4
1(a)	Tell whether man			olied or basic i	researc	ch?		[0]	_	CO1	L1
(b)	Write a short not	e on focus grou	ıp.					[0]	5]	CO1	L2
(c)	Explain applicati process.	on of research	in busines	ss decision and	d steps	s in resea	rch	0]	8]	CO1	L1
2(a)	What is experime	ental Research?	)					[02	2]	CO1	L1
(b)	What are the diff	erences between	en Explora	atory and Con	clusiv	e Researc	ch?	[03	5]	CO1	L2
(c)	Explain Statistical research design in detail.				[08	8]	CO1	L2			
3(a)	What is Explorat	ory Research?						[02	2]	CO1	L1
(b)	Explain the difference between management problem and research problem					[05	5]	CO1	L2		
(c)	What are the diff	erent types and	methodo	ologies of expl	orator	y researc	h?	[03	8]	CO1	L1
	Part B - Comp	ulsorv (01*20=	=20 mark	(S)							
4.	Case Study:										
	A spate of attract more colorful for Cheaper flights he My Trip, ran protickets of IndiGo 1,083. The week travel bookings relationships at tickets to Punja Many travellers, are setting out for Dubai.	or online travelative been the bomotional Holi NSE 7.34 % vend has attract with 15% su Cox & Kings. b, West Bengmainly single	l agencies iggest dra offers ear were avail ed a large arge in d At Cox gal, Luck es, couple	s (OTAs) with a with the system of the syste	h a 1 ndia's h in w 899 an lomes Kara bli ent ika, I -incon	5% uption largest (hich done) and Air Air Air and in Ananchusiasts Delhi and ne-no-kio	ck in sactory of the control of the	ales. Iake ight a Rs onal of ving bai.			
4	Questions:										
4a	i) Being a Marke	et Research and	alyst in a	comparativel	y new	compan	y of on	line [5	]	CO2	L3

travel agency, how will you compete with MMT and Cox and Kings during this time?



b) What are the different ways by which you will collect data in this case and [10] which type of research will you choose for solving this business problem?

CO1	L1

	Course Outcomes	PO1	PO2	PO3	P04	PO5
CO1:	Understand various research approaches, techniques and strategies in the appropriate in business	1a,1b, 1c,2a, 2b,2c, 3a,3b, 3c,4b				
CO2:	Apply a range of quantitative / qualitative research techniques to business and day to day management problems.				4a	
CO3:	Demonstrate knowledge and understanding of data analysis, interpretation and report writing.					
CO4:	Develop necessary critical thinking skills in order to evaluate different research approaches in Business.					

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- Theoretical knowledge PO2 – Effective communication skill;

PO3- Leadership aualities: PO4 – Sustained research Orientation PO5: Self sustaining Entrepreneurship