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CMR Institute of Technology, Bangalore  
P.G DEPARTMENT OF MANAGEMENT STUDIES  
I - INTERNAL ASSESSMENT

Semester: 2-CBCS 2020

Date: \_ Jun 2021

Subject: RESEARCH METHODOLOGY(20MBA23)

Time:

Faculty: Arpita Agrawal/Piyali Roy Chaudhary

Max Marks: 50

## Instructions to Students :

Part A -Answer Any Two Full Questions (20\*02=40 Marks).

Part B - Compulsory (01\*10=10marks)

## PART A

Answer any 2 questions

Q.No		Marks	C O 1	BT/ CL
1	<p><b>Give the meaning of Research Methodology.</b>  <b>Research methodology</b> is the specific procedures or techniques used to identify, select, process, and analyze information about a topic. In a <b>research</b> paper, the <b>methodology</b> section allows the reader to critically evaluate a <b>study's</b> overall validity and reliability.</p>	3	C O 1	L2
	<p><b>Explain different types of data used in a research study.</b>  <b>Primary Data:</b>            Primary data is an original and unique data, which is directly collected by the researcher from a source according to his requirements.            It is the data collected by the investigator himself or herself for a specific purpose.            Data gathered by finding out first-hand the attitudes of a community towards health services, ascertaining the health needs of a community, evaluating a social program, determining the job satisfaction of the employees of an organization, and ascertaining the quality of service provided by a worker are the examples of primary data.</p> <p><b>Secondary Data:</b>            Secondary data refers to the data which has already been collected for a certain purpose and documented somewhere else.            Data collected by someone else for some other purpose (but being utilized by the investigator for another purpose) is secondary data.            Gathering information with the use of census data to obtain information on the age-sex structure of a population, the use of hospital records to find out the morbidity and mortality patterns of a community, the use of an organization's records to ascertain its activities, and the collection of data from sources such as articles, journals, magazines, books and periodicals to obtain historical and other types of information, are examples of secondary data.</p>	7	C O 1	L2
	<p>Elaborate on the key steps involved in Research.  <b>Step 1: Identify and develop your topic</b>            Selecting a topic can be the most challenging part of a research assignment. Since this is the very first step in writing a paper, it is vital that it be done correctly. Here are some tips for selecting a topic:</p> <p>Select a topic within the parameters set by the assignment. Many times your instructor will give you clear guidelines as to what you can and cannot write about. Failure to work within these guidelines may result in your proposed paper being deemed unacceptable by your instructor.            Select a topic of personal interest to you and learn more about it. The research for and writing of a paper will be more enjoyable if you are writing about something that you find interesting.            Select a topic for which you can find a manageable amount of information. Do a preliminary search of information sources to determine whether existing sources will meet your needs. If you find too much information, you may need to narrow your topic; if you find too little, you may need to broaden your topic.            Be original. Your instructor reads hundreds of research papers every year, and many of them are on the same topics (topics in the news at the time, controversial issues, subjects for which there is ample and easily accessed information). Stand out from your classmates by selecting an interesting and off-the-beaten-path topic.            Still can't come up with a topic to write about? See your instructor for advice.            Once you have identified your topic, it may help to state it as a question. For example, if you are interested in finding out about the epidemic of obesity in the American population, you might pose the question "What are the causes of obesity in America ?" By posing your subject as a question you can more easily identify the main concepts or keywords to be used in your research.</p> <p><b>Step 2 : Do a preliminary search for information</b></p>	10	C O 1	L2

	<p>Before beginning your research in earnest, do a preliminary search to determine whether there is enough information out there for your needs and to set the context of your research. Look up your keywords in the appropriate titles in the library's Reference collection (such as encyclopedias and dictionaries) and in other sources such as our catalog of books, periodical databases, and Internet search engines. Additional background information may be found in your lecture notes, textbooks, and reserve readings. You may find it necessary to adjust the focus of your topic in light of the resources available to you.</p> <p><b>Step 3: Locate materials</b> With the direction of your research now clear to you, you can begin locating material on your topic. There are a number of places you can look for information:</p> <p>If you are looking for books, do a subject search in the Aleph catalog. A Keyword search can be performed if the subject search doesn't yield enough information. Print or write down the citation information (author, title, etc.) and the location (call number and collection) of the item(s). Note the circulation status. When you locate the book on the shelf, look at the books located nearby; similar items are always shelved in the same area. The Aleph catalog also indexes the library's audio-visual holdings.</p> <p>Use the library's electronic periodical databases to find magazine and newspaper articles. Choose the databases and formats best suited to your particular topic; ask at the librarian at the Reference Desk if you need help figuring out which database best meets your needs. Many of the articles in the databases are available in full-text format.</p> <p>Use search engines (Google, Yahoo, etc.) and subject directories to locate materials on the Internet. Check the Internet Resources section of the NHCC Library web site for helpful subject links.</p> <p><b>Step 4: Evaluate your sources</b> See the CARS Checklist for Information Quality for tips on evaluating the authority and quality of the information you have located. Your instructor expects that you will provide credible, truthful, and reliable information and you have every right to expect that the sources you use are providing the same. This step is especially important when using Internet resources, many of which are regarded as less than reliable.</p> <p><b>Step 5: Make notes</b> Consult the resources you have chosen and note the information that will be useful in your paper. Be sure to document all the sources you consult, even if you there is a chance you may not use that particular source. The author, title, publisher, URL, and other information will be needed later when creating a bibliography.</p> <p><b>Step 6: Write your paper</b> Begin by organizing the information you have collected. The next step is the rough draft, wherein you get your ideas on paper in an unfinished fashion. This step will help you organize your ideas and determine the form your final paper will take. After this, you will revise the draft as many times as you think necessary to create a final product to turn in to your instructor.</p> <p><b>Step 7: Cite your sources properly</b> Give credit where credit is due; cite your sources.</p> <p>Citing or documenting the sources used in your research serves two purposes: it gives proper credit to the authors of the materials used, and it allows those who are reading your work to duplicate your research and locate the sources that you have listed as references. The MLA and the APA Styles are two popular citation formats.</p> <p>Failure to cite your sources properly is plagiarism. Plagiarism is avoidable!</p> <p><b>Step 8: Proofread</b> The final step in the process is to proofread the paper you have created. Read through the text and check for any errors in spelling, grammar, and punctuation. Make sure the sources you used are cited properly. Make sure the message that you want to get across to the reader has been thoroughly stated.</p>			
2	a What do you mean by the term 'Hypothesis' ? A hypothesis is a proposed explanation for a phenomenon. For a hypothesis to be a scientific hypothesis, the scientific method requires that one can test it. Scientists generally base scientific hypotheses on previous observations that cannot satisfactorily be explained with the available scientific theories.	3	C O 1	L1
	b Explain the meaning and significance of literature review in the context of research. A literature review is a comprehensive summary of previous research on a topic. The literature review surveys scholarly articles, books, and other sources relevant to a particular area of research. The review should enumerate, describe, summarize, objectively evaluate and clarify this previous research. It should give a theoretical base for the research and help you (the author) determine the nature of your research. The literature review acknowledges the work of previous researchers, and in so doing, assures the reader that your work has been well conceived. It is assumed that by mentioning a previous work in the field of study, that the author has read, evaluated, and assimilated that work into the work at hand.  A literature review creates a "landscape" for the reader, giving her or him a full understanding of the developments in the field. This landscape informs the reader that the author has indeed assimilated all (or the vast majority of) previous, significant works in the field into her or his research.	7	C O 1	L2

	<p>Explain types of research design.</p> <p><b>Descriptive Research Design</b> In Descriptive Research Design, the scholar explains/describes the situation or case in depth in their research materials. This type of research design is purely on a theoretical basis where the individual collects data, analyses, prepares and then presents it in an understandable manner. It is the most generalised form of research design.</p> <p><b>Experimental Research Design</b> Experimental Research Design talks about the cause and effect of the situation and their relationship with each other. It is done under the proper observation of independent variables on the dependent variable. The independent variable is always changed or manipulated by the researcher in order to change the discourse of the research and to gain control over the research methodology.</p> <p><b>Correlational Research Design</b> In this type of research design, the scholar establishes a relationship between two connected variables in the research project. Further, it also completely non-experimental in nature and the variables are dependent on each other.</p> <p><b>Quasi-Experimental Research Design</b> A Quasi-Experimental Research Design is referred to as a true experiment because it aims to intricately build a cause and effect relationship between an independent variable with a dependent variable. One unique aspect about this research design is it doesn't base itself on a random assignment but rather it assigns subjects to diverse groups on a non-random basis.</p>	10	C O 1	L2
3	<p>Differentiate between research proposal and research report.</p> 	3	C O 2	L1
	<p>Questionnaires are a key tool used by researcher. Explain the meaning and significance of it. They can be economical. This means they can provide large amounts of research data for relatively low costs. Therefore, a large sample size can be obtained which should be representative of the population, which a researcher can then generalize from.</p> <p>The respondent provides information which can be easily converted into quantitative data (e.g., count the number of 'yes' or 'no' answers), allowing statistical analysis of the responses. The questions are standardized. All respondents are asked exactly the same questions in the same order. This means a questionnaire can be replicated easily to check for reliability. Therefore, a second researcher can use the questionnaire to check that the results are consistent.</p>	7	C O 2	L2
	<p>Experimental research design has its application in Management research. Justify with an example.</p> <p><b>Experimental research</b> Definition:</p> <p>Experimental research is research conducted with a scientific approach using two sets of variables. The first set acts as a constant, which you use to measure the differences of the second set. Quantitative research methods, for example, are experimental.</p> <p>If you don't have enough data to support your decisions, you must first determine the facts. Experimental research gathers the data necessary to help you make better decisions.</p> <p>Any research conducted under scientifically acceptable conditions uses experimental methods. The success of experimental studies hinges on researchers confirming the change of a variable is based solely on the manipulation of the constant variable. The research should establish a notable cause and effect.</p> <p><b>Types of experimental research design</b> The classic experimental design definition is, "The methods used to collect data in experimental studies."</p> <p>There are three primary types of experimental design:</p>	10	C O 2	L2



different research approache s in Business using excel in particular																				
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