

CBCS SCHEME

USN

22MBA23

Second Semester MBA Degree Examination, June/July 2023

Research Methodology and IPR

Time: 3 hrs.

Max. Marks: 100

- Note: 1. Answer any FOUR full questions from Q.No.1 to Q.No.7.
2. Question No. 8 is compulsory.
3. M : Marks, L: Bloom's level, C: Course outcomes.

| | | | M | L | C |
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| Q.1 | a. | What is Sampling frame? | 3 | L2 | CO4 |
| | b. | Explain with example different Qualitative Techniques and Data Collection. | 7 | L3 | CO2 |
| | c. | List out and briefly explain contents of the Research report. | 10 | L3 | CO3 |
| Q.2 | a. | What are Dichotomous questions? | 3 | L2 | CO2 |
| | b. | Briefly explain characteristics of Intellectual properties. | 7 | L3 | CO5 |
| | c. | What are the different types of observation methods that can be used by researchers in carrying out the research? | 10 | L3 | CO4 |
| Q.3 | a. | What is Longitudinal Research? | 3 | L2 | CO1 |
| | b. | What are the different sources of Secondary Data? | 7 | L3 | CO4 |
| | c. | Substantiate different types of Informal Experimental designs. | 10 | L3 | CO2 |
| Q.4 | a. | What is interpretation? | 3 | L2 | CO3 |
| | b. | What are the possible motives for doing research in business? | 7 | L3 | CO1 |
| | c. | Discuss the primary scales of measurement with example. | 10 | L3 | CO2 |
| Q.5 | a. | What is Exploratory Research design? | 3 | L3 | CO3 |
| | b. | Distinguish between Census and Sampling. | 7 | L4 | CO4 |
| | c. | Explain different types of Intellectual Property Right. | 10 | L3 | CO5 |
| Q.6 | a. | What is Integrated Circuit? | 3 | L2 | CO5 |

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| | b. | Discuss basic principles of Experimental designs. | 7 | L3 | CO2 |
| | c. | Explain different sampling methods-available for Researchers. | 10 | L3 | CO4 |
| Q.7 | a. | What are Double – barreled questions? | 3 | L2 | CO2 |
| | b. | Explain the different types of Research report. | 7 | L3 | CO3 |
| | c. | What is Research? Briefly explain different steps involved in the Research process. | 10 | L3 | CO1 |
| Q.8 | CASE STUDY : (Compulsory) | | | | |
| | <p>Television has become an important medium of entertainment in Urban household in India. Many business enterprises have closely observed the popularity of television programmes and have realize that the impact of television is very considerable on the audience. Several enterprises have started advertising on television although the costs of such advertisements are very high.</p> <p>However, small and medium – sized firms are to go in for television advertisements because of excessive cost.</p> <p>ABC Company is interested to use television for advertising some of its products, in a particular some canned foods based on soya beans. Although there is a general impression that television is an effective medium of advertisement, the directors of the ABC Company wish that their judgement be based on fact, not opinion. Hence they feel that there is a need for conducting a study to provide them with satisfactory answer to their problems. In particular, they are interested to measure the “effectiveness” of television advertising. For this purpose, they have consulted a professional research agency. This agency has told the directors that the best method for measuring the effectiveness of television advertising would be to conduct a “before and after” study. The directors discussed the nature and utility of such a study with the research agency and finally agreed that such a study should be undertaken.</p> <p>It decided to cover 10,000 house holds in metropolitan City. Finally to measure the effectiveness of advertising at different levels, a questionnaire was designed covering tests of brand awareness, familiarity , preference and actual behavior of responded.</p> <p>Questions :</p> | | | | |
| | a. | Critically examine the proposed methodology. | 7 | L3 | CO3 |
| | b. | Do you think an alternative approach would be appropriate? | 7 | L3 | CO3 |
| | c. | Suggest sampling design for above proposed study. | 6 | L3 | CO3 |

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