Internal Assesment Test – I

Sub:	RESEARCH METHODOLOGY & IPR				Code:	22MBA23
Date: 29-08-2024	Duration:	90 mins	Max Marks: 50	Sem: II	Branch:	MBA

SET - 2

	Marks	OBE	
		CO	RBT

Part A - Answer Any Two Full Questions (2* 20 = 40 marks)
Part B – Compulsory – Case Study (1*10 = 10 marks)

		Marks	CO	RBT
1 (a)	Explain the term Exploratory Research design.	[03]	CO2	L2
(b)	Outline the Research application in business decision.	[07]	CO1	L4
(c)	Examine the briefly explain the different types of steps involved in the Research Process.	[10]	CO2	L3
2 (a)	Recall the term Double – Barreled Questions.	[03]	CO2	L2
(b)	Illustrate the Features of Good Research study.	[07]	CO2	L3
(c)	Outline the Steps in Sampling Design Process.	[10]	CO2	L4
3 (a)	Infer the term Word Association Test	[03]	CO1	L3
(b)	Summarize the Types of Descriptive Studies	[07]	CO2	L5
(c)	Infer the Classification of Probability Sampling Techniques in detail.	[10]	CO1	L4

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

		Marks	CO	RBT
4	**Case Study**			
	Analyze the case given below.	[10]	CO1	L4

Mr. Ram a qualified food technologist was an NRI working at "Ready to eat food" manufacturing company in the Middle East. He completed his basic degree in science from India and proceeded to the US to do Masters degree in food technology. He completed the same and joined a Dubai based company as food specialist. The company manufactured variety of "ready to eat food", which was distributed through big retailer chains. The company enjoyed a great reputation.

After working for 10 years, Mr. Ram wanted to return to his motherland and wanted to set up a unit in his native Chennai. He had toying with an idea of setting up a factory, where, "ready to eat products" could manufactured. During his earlier visits, he made enquiries with known people to ascertain "whether his intention to set up a 'ready to eat product' would find customers. His initial data gathering gave a positive indication.

He was told that with changing demography and lifestyles in sunrise sectors like IT, BT most families had couples at work. Time was a major constraint. Hence his "ready to eat food" would find acceptance. All this information was gathered

by "word of mouth".

His close friends informed him of a foreign company to have started this business and appeared to be doing well. This did not bother Mr. Ram, since he knew that he could meet the taste of Indian customer better than any multinational. On the contrary Mr. Ram was glad that this new foreign company was doing well, which was an encouraging signal.

Even though ready to eat food was popular abroad, and word of appreciation yielded positive. Mr. Ram still wanted to ascertain the feasibility of setting the project. He had a volley of questions to be answered. If you were to be the advisor, how would you care for him?

ISSUES FOR DISCUSSION

a) Outline the case. Will the tradition – bound Indian society accept a "ready to eat food"? How will you proceed to confirm this? [3M]

b) Illustrate the given case in the terms of What product variety should be introduced? Should the taste be similar to the existing company's product or different? If so, which product to start with? [4M]

c) Select the case and what research would you conduct to decide packing, storing and distribution of the product? [3M]

	Course Outcomes (COs)	PO1	PO2	PO3	PO4	PO5	PS01	PS02	PS03	PS04
CO1:	Understand various research approaches, techniques and strategies in the appropriate in business.	1b, 3a, 3c				4	1b, 3a, 3c, 4			
CO2:	Apply a range of quantitative/ qualitative research techniques to business and day to day management problems.			1a, 1c, 2a, 2b, 2c, 3b				1a, 1c, 2a, 2b, 2c, 3b		
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.									
CO5:	Discuss various forms of the intellectual property, its relevance and business impact in the changing global business environment and leading International Instruments concerning IPR.									

Cognitive level	KEYWORDS
L1 - Remember	list, define, tell, describe, recite, recall, identify, show, label, tabulate, quote, name, who, when, where, etc.
L2 - Understand	describe, explain, paraphrase, restate, associate, contrast, summarize, differentiate interpret, discuss
L3 - Apply	calculate, predict, apply, solve, illustrate, use, demonstrate, determine, model, experiment, show, examine, modify
L4 - Analyze	classify, outline, break down, categorize, analyze, diagram, illustrate, infer, select
L5 - Evaluate	asses, decide, choose, rank, grade, test, measure, defend, recommend, convince, select, judge, support, conclude,

Sub: RM & IPR   Code: 22MBA22

Date: -08-24   Duration: 90mins   Max Marks: 50   Sem: II   Branch: MBA

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

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

Part	Question #	Description	Marks Distribution	Max Marks
A	1	a) Exploratory Research Design — Research approach to explore a phenomenon, identify patterns and gain insight without preconceived notions or hypothesis	3M for defn.	3
		b) Application of Research → problem solving → policy making → plan development → decision making → theory development → practical improvement	4M for points & 3M for defn.	7

→ Advocacy

→ Evaluation

→ Forecasting

→ Knowledge Generation

20 M

	c)	Research Process - steps			
		→ problem Identification			
		→ literature Review			
		→ Research Design			
		→ Hypothesis formulation	5 M for 3 point		
		→ Data Collection		10	
		→ Data Analysis	↑ 5 M for Exp %		
		→ Result Interpretation			
		→ Conclusion			
		→ Reporting & dissemination			
		→ Evaluation and Reflection			
2	a)	Double Barreled Question Type of question that asks about two or more things in a single question	2 M for 3 Exp 1%	3	20 M

b)	Features of Good @ study:	
	→ clear @ question	
	→ strong literature review	
	→ sound methodology	
	→ Reliable & valid data	7
	→ objective Analysis	
	→ Generalizability	
	→ Transparency	
	→ Ethical considerations	

(right margin: "4 M for point & 3 M for end %")

c)	Steps in Sampling design process:	
	→ Define the population	
	→ Determine the Sampling frame.	
	→ choose a sampling method	10
	→ Determine sample size	
	→ select the sample	
	→ check for bias	
	→ Evaluate sample representativeness	

(right margin: "6 M for point & 4 M for end %")

→ Document the process

| | a) | GOAT

A person is asked to respond to a given cases with the first word that comes to mind. | | 3 |

| 3 | b) | Types of Descriptive studies.
→ Case study
→ Survey research
→ Correlation study
→ Cross-sectional study
→ Longitudinal study
→ Trend study
→ Content analysis
→ Observational study
→ Cohort study. | | 20 M |

c)

Probability Sampling Techniques:

→ Simple Random Sampling

→ Stratified Sampling

→ Systematic Sampling

→ Cluster Sampling

→ Multi-stage sampling

→ Probability Proportional Sampling

→ Random Digit Dialing

Each point is 3 marks so 3×5 = 15 = 100%.

10

		a)	cooking people Absolutely yes, high in demand [3]		
B	4	b)	Anything which can be made ready in few minutes. Example: Rice items [4]		10 M
		c)	Descriptive Research [3]		