

Internal Assessment Test - II

Sub: RESEARCH METHODOLOGY & IPR	Code: 22MBA24			
Date: 08-10-2024	Duration: 90 mins	Max Marks: 50	Sem: II	Branch: MBA

SET - II

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

	Marks	COE	
		CO	RBT
1 (a) Explain the term Factor Analysis.	[03]	CO4	L2
(b) Outline the types of reports.	[07]	CO4	L4
(c) Examine the Salient features of the Trademarks Act, 1999.	[10]	CO5	L3
2 (a) Recall the term Trademark.	[03]	CO5	L2
(b) Illustrate the Primary Scales of Measurement.	[07]	CO3	L3
(c) Outline the guidelines for writing research report.	[10]	CO4	L4
3 (a) Infer the term Cluster Analysis.	[03]	CO4	L3
(b) Summarize the steps in Processing of Data.	[07]	CO4	L5
(c) Infer the Scaling Techniques in detail.	[10]	CO3	L4
Part B - Compulsory (01*10=10 marks)			
4 Case Study			
Analyze the case given below.	[10]	CO3	L5
1. You own a marketing research company that has been asked by a tooth paste manufacturer to determine if consumers are dissatisfied with plastic tooth paste tube commonly used for most brands of toothpaste, and if so, to determine the causes of dissatisfaction, what types of interviewing and what types of questions would you consider when gathering the desired information.	[5]		
2. Assume you wish to determine whether man are brand - conscious when they are shopping for suits. How could this question be studied using,	[5]		
a) Observation Method.			
b) Using Questionnaire Method.			

Course Outcomes (COs)

PO1	PO2	PO3	PO4	PO5	PS01	PS02	PS03	PS04
-----	-----	-----	-----	-----	------	------	------	------

SCHEME OF EVALUATION

Internal Assessment Test - 2024

Sub: RESEARCH METHODOLOGY & IPR

Code: 22MBA22

Date: 08-10-24 Duration: 90mins Max Marks: 50 Sem: I

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) Factor Analysis used for reducing the data complexity by reducing number of variables being studied.	3 M	3
		b) Types of Reports ✓ ORAL REPORT ✓ written Report * daily * monthly * weekly * yearly * Long term * Technical Report	3 M for points & 4 M for expl.	7

20 M

3 M

3

7

3 M for points & 4 M for expl.

	c)	<p>Basic Features of Trademark Act, 1999</p> <ul style="list-style-type: none"> ✓ Registration ✓ combination of colors ✓ well known trade mark ✓ Renewal of T.M ✓ D P A B ✓ Recognition ✓ Expeditions Examination 	10 M 800 20/10 marks	10	
2	a)	<p>Trademark visual symbol which may be a word to indicate the source of the goods, a sign, or services.</p>	3 M	3	20 M

b)	<p>Primary scales & measurement:</p> <ul style="list-style-type: none"> ✓ Nominal scale ✓ Ordinal scale ✓ Interval scale ✓ Ratio scale 	<p>7 M for ex: 1</p>	7
c)	<p>Guidelines for writing research paper:</p> <ul style="list-style-type: none"> ✓ Length of the report. ✓ Abstract ✓ Simple language ✓ Major findings ✓ Charts, Graphs, etc. ✓ Jargon. ✓ Grammar 	<p>6 M for point 2 M for explan ation</p>	10

	a)	<p>Cluster Analysis</p> <p>Group of similar objects suited for segmentation application in marketing research.</p>	<p>(3)</p>	3	
3	b)	<p>Steps in Processing of Data:</p> <ul style="list-style-type: none"> ✓ Preparing the raw data. ✓ Editing ✓ Coding & Classifying data ✓ Tabulation ✓ Summarising the data ✓ usage of Statistical tools 	<p>(4M)</p> <p>for</p> <p>point</p> <p>(5M)</p> <p>for</p> <p>explanation</p>	7	20 M

c)

Scaling Techniques

✓ Comparative Scales

* Paired Comparison

* Rank ordered

* Constant sum

* Q sort.

SM

Good

point

&

✓ Non comparative Scales

SM

Good

Explanation.

* Continuous rating scale

* Stemsized Rating Scales



		<ul style="list-style-type: none"> ↳ Panel Interview ↳ Focus Group ↳ Telephonic Interview 	(5 M)		
B	4	<ul style="list-style-type: none"> ↳ Observation method - through the people ↳ Questionnaire method - structured questionnaire will be followed. 	(5 M)	10	10 M

①