

## **Internal Assesment Test - II**

F	07/08/2025 Part A - Answer A	Duration: 90 Mins SET- I- EV	Max Marks:	1	Sem:	II	Brar	nch:	MB	A
	Part A - Answer A	SET- I- EV	VALUATIO	N CCUI						
	Part A - Answer A			NSCHI	EME					
	Part A - Answer A									BE
	Part A - Answer A							Mark	s CO	RB'
(a) Di		ny Two Full Questi	ions ( 2* 20 =	40 mai	rks)					
	ifferentiate question	naire and schedule.						[03]	CO4	L
	•									
Ası	pect	Questionnaire	Sc	hedule						5
De	efinition	A research instrument cons	rch instrument consisting of A list of questions recorded by an enu							
	a set of written questions that who personally asks the questions and							writes d	own the	
		respondents answer thems		sponses.						
(b) Di	Distinguish between nominal and ordinal scale with suitable examples.						[07]	CO4	L	
Ва	asis	Nominal Scale	o	Ordinal Scale						6
De	Definition Classifies data into distinct Classifies data into categories that ha							e a mear	ninaful ord	er
		categories without any or		r ranking.		_				
		ranking.								
N	lature of Data	Purely qualitative – only l	abels or Q	ualitative b	out with a s	ense of	order.			
		names.								
O	order / Rank	No order or hierarchy am	nong C	rder exists,	but the di	fference	betwe	en ranks	is not	
		categories.	m	neasurable.						
М	Mathematical Operations	Only counting (frequency	y), mode. C	ounting, m	ode, media	an, rank	order; r	no meani	ngful	
			a	ddition/sub	traction.					
Di	vistance Between Values	Not meaningful.	N	lot meaning	aful – we k	now ord	er, but	not how	much	
		J		igher/lowe						
Ex	xamples	Gender (Male/Female/Ot	her) Blood C	ustomer sa	tisfaction (	Satisfied	Neutr	al Dissat	risfied)	
		group (A, B, AB, O), Religi		ducation le						
		Muslim, Christian).								
(c) [l]	lustrate the different	t types of observation	n methods for	data co	llection			[10]	CO4	L3

(~)	a mary se are components of a written research report	[10]	CO4	LA
(c)	method (online, postal, face-to-face).  Analyse the components of a written research report	[10]	CO4	L4
	7. Finalize and Administer – Modify based on pre-test feedback and distribute to responde	nts via cl	nosen	
	Example: Conduct pilot with 20 customers.			
	6. Pre-test (Pilot Study) – Test the questionnaire on a small sample to identify errors or amb	oiguities.		
	Example: Likert scale (1–5) for satisfaction.			
	5. Decide the Response Format – Select open-ended, close-ended, or scaled questions.			
	Example: "How satisfied are you with the bank's mobile app?"			
	4. Draft the Questions – Prepare clear, simple, unbiased, and logically sequenced questions			
	Example: Structured questionnaire for easy analysis.			
	formats.	. acturet		
	Decide the Type of Questionnaire – Choose between structured, unstructured, or semi-st	tructured		
	<ol> <li>Identify the Target Respondents – Decide who will answer the questionnaire (sample polesample: Bank customers aged 18–60.</li> </ol>	ouiation)		
	Example: To study customer satisfaction with online banking.  2. Identify the Target Respondents — Decide who will answer the questionnaire (sample not	nulation\		
	Define the Objectives – Clearly state what information is required and why.  Example: To study systemory satisfaction with online banking.			
( <i>U)</i>		[0/]	CU4	L
	systematically recorded, grouped, and analyzed.  Explain the process of questionnaire.	[071	CO4	L2
	What is coding?  Coding is the process of classifying and assigning symbols, numbers, or labels to responses in a survey or data collection so that they can be	[03]	CO4	L1
	Example: Using CCTV footage to study theft patterns.			
	8. Indirect Observation – Based on traces, recordings, or past evidence.			
	Example: Watching a teacher's classroom performance.			
	7. Direct Observation – Events are observed as they occur.			
	Example: Studying traffic behavior at a busy intersection.			
	6. Uncontrolled Observation – Conducted in a natural environment without manipulation.			
	Example: Observing consumer reaction to product packaging in a lab.			
	setting.	2. 551141		
	5. Controlled Observation – Conducted under artificially arranged conditions, often in a lab	or contr	olled	
	Example: Observing interactions at a village meeting.			
	4. Unstructured Observation – No fixed format; records all relevant events freely.			
	Example: Counting how many passengers wear seatbelts.			
	3. Structured Observation – Uses a pre-decided checklist of behaviors/events to record.			
	Example: Watching customer movement in a store through cameras.			
	2. Non-Participant Observation – Researcher observes from a distance without involvement	t.		
	Example: A researcher joining a sales team to study selling techniques.			
	Evennalar A reconsider injuita a celes teams to study celling to decisions		i l	

	<ol> <li>Title Page – Includes title of the report, researcher's name, institution, and date.</li> <li>Purpose: Gives a clear idea of the topic and authorship.</li> </ol>			
	Abstract / Executive Summary – Brief overview of the objectives, methodology, key findings, and			
	conclusions.			
	Purpose: Enables readers to grasp the essence quickly.			
	Table of Contents – Lists chapters, sections, and page numbers.     Purpose: Guides navigation.			
	Introduction – Presents background, problem statement, objectives, scope, and significance of the study.			
	Purpose: Sets the context and direction.			
	5. Literature Review – Summarizes previous studies relevant to the research topic.			
	Purpose: Establishes theoretical foundation.			
	<ol> <li>Research Methodology – Describes research design, sampling methods, data collection tools, and analysis techniques.</li> </ol>			
	Purpose: Ensures transparency and reproducibility.			
	7. Results / Findings – Presents analyzed data using tables, charts, and graphs.			
	Purpose: Shows evidence-based outcomes.			
	<ol> <li>Discussion / Interpretation – Explains the meaning of findings, relates to objectives and existing literature.</li> <li>Purpose: Highlights significance and implications.</li> </ol>			
	Conclusions and Recommendations – Summarizes key insights and suggests practical applications or			
	further research.			
	Purpose: Provides closure and actionable ideas.			
	<ol> <li>References / Bibliography – Lists all sources cited, following a standard style (APA, MLA, etc.).</li> <li>Purpose: Acknowledges others' work and avoids plagiarism.</li> </ol>			
	11. Appendices – Supplementary material such as questionnaires, raw data, or additional calculations.			
	Purpose: Provides detailed supporting information.			
` /	State the advantages and disadvantages of mailed questionnaire.  Advantages of Mailed Questionnaire	[03]	CO4	
	Low cost – Cheaper than personal interviews.			
	Wide coverage – Can reach respondents in distant locations.			
	<ol> <li>Convenience – Respondents can answer at their own pace.</li> </ol>			
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	1. Introduction			
	Literature Review			
	3. Research Methodology			
	4. Data Analysis & Interpretation			
	5. Findings, Conclusions, and Recommendations			
	6. References & Appendices			
	Part B - Compulsory (01*10=10 marks) – CASE STUDY			
4	Case Study:			
(a)	Company selling organic food products wants to understand consumer preferences for their new line of gluten-free snacks. They are considering two data collection approaches:			
	<ul> <li>Approach A: Conducting a series of focus group discussions with existing customers and potential new customers to gather in-depth qualitative insights on taste, packaging, and pricing.</li> <li>Approach B: Developing a structured online questionnaire to be distributed to a large sample of consumers, asking them to rate various aspects of the snacks using a Likert scale.</li> </ul>			
	Case Study Questions:			
	1. Analyze the advantages and disadvantages of each approach for this specific research objective. Which approach would you recommend as the primary data collection method and why?	[5]	CO4	L4
	Approach A – Focus Group Discussions Advantages:	[5]	CO5	L5
	<ol> <li>In-depth insights – Can explore consumer perceptions, attitudes, and feelings abou and pricing.</li> </ol>	t taste, pa	ckaging	,
	<ol> <li>Flexibility – Moderator can probe further based on responses.</li> <li>Idea generation – Can reveal new product features or positioning ideas the compar</li> </ol>	y hadn't	consider	ed.
	Disadvantages:			
	<ol> <li>Small sample size – Findings may not be representative of the larger market.</li> <li>High cost and time – Recruiting participants and moderating sessions is resource-in</li> <li>Potential bias – Group dynamics may influence individual opinions.</li> </ol>	tensive.		
	2. Evaluate two potential sources of secondary data that could be useful for this company and explain how they might be utilized.			
	Approach B – Structured Online Questionnaire Advantages:			
	<ol> <li>Large sample reach – Can gather data from a wide geographic area quickly.</li> <li>Quantifiable results – Likert scale ratings allow statistical analysis for decision-mak</li> <li>Cost-effective – Lower cost compared to in-person methods.</li> </ol>	ing.		
	Disadvantages:			
	<ol> <li>Limited depth – Lacks the rich qualitative insights of focus groups.</li> </ol>			
	No clarification – Respondents may misinterpret questions.			
	Lower response engagement – Risk of superficial answers or incomplete response	s.		

	Course Outcomes (COs)	P01	PO2	PO3	PO4	P05	PSO1	PSO2	PSO3	PSO4
CO1:	Understand various research approaches techniques and strategies in the appropriate business									
CO2:	Apply a range of quantitative / qualitative research techniques to business and day today management problems									
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	2a 3a	1a 2b	1b	1c 2c 4a	3c 4c	2a 3a	1a 2b 4a	1b 1c 2c	3c 4c
CO5:	Discuss various forms of intellectual property its relevance and business impact in the challenging global business environment and leading international concerning IPR		3b					3b		

<b>Cognitive level</b>	KEYWORDS					
L1 -	list, define, tell, describe, recite, recall, identify, show, label, tabulate, quote, name, who, when, where, etc.					
Remember	ist, define, ten, deserbe, rectai, identify, show, label, tabulate, quote, name, where, etc.					
L2 -	describe, explain, paraphrase, restate, associate, contrast, summarize, differentiate interpret, discuss					
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, argue, justify, compare, summarize, evaluate					
L6 - Create	design, formulate, build, invent, create, compose, generate, derive, modify, develop, integrate					

PO1-Theoretical Knowledge; PO2-Foster Analytical and Critical Thinking Abilities for data based decision making;

PO3- Develop Value Based Leadership; PO4 -Ability to Understand and communicate various business aspects to global;

PO5 – Ability to lead themselves and others in the achievement of organizational goals contributing effectively to a team environment;

PSO1- Comprehend Contemporary features of Business Management Science and its administration

PSO2- Analyze and interpret the dynamic situations for making Business Management strategies

PSO3- Handle responsibility with the ethical values for all actions undertaken by them

PSO4- Adapt and focus on achieving the organizational goal and objectives with complete zeal and commitment.

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