

Internal Assessment Test - II

Sub:	Research Methodology and IPR							Code:	MBA203
Date:	07/08/2025	Duration:	90 Mins	Max Marks:	50	Sem:	II	Branch:	MBA

SET- I- EVALUATION SCHEME

				OBE	
				CO	RBT
				Marks	
	Part A - Answer Any Two Full Questions (2* 20 = 40 marks)				
1 (a)	Differentiate questionnaire and schedule.			[03]	CO4 L2
	Aspect	Questionnaire	Schedule		5
	Definition	A research instrument consisting of a set of written questions that respondents answer themselves.	A list of questions recorded by an enumerator (interviewer) who personally asks the questions and writes down the responses.		
(b)	Distinguish between nominal and ordinal scale with suitable examples.			[07]	CO4 L2
	Basis	Nominal Scale	Ordinal Scale		5
	Definition	Classifies data into distinct categories without any order or ranking.	Classifies data into categories that have a meaningful order or ranking.		
	Nature of Data	Purely qualitative – only labels or names.	Qualitative but with a sense of order.		
	Order / Rank	No order or hierarchy among categories.	Order exists, but the difference between ranks is not measurable.		
	Mathematical Operations	Only counting (frequency), mode.	Counting, mode, median, rank order; no meaningful addition/subtraction.		
	Distance Between Values	Not meaningful.	Not meaningful – we know order, but not how much higher/lower.		
	Examples	Gender (Male/Female/Other), Blood group (A, B, AB, O), Religion (↓) Hindu, Muslim, Christian).	Customer satisfaction (Satisfied, Neutral, Dissatisfied), Education level (Primary, Secondary, Graduate).		
(c)	Illustrate the different types of observation methods for data collection			[10]	CO4 L3

	1. Participant Observation – Researcher takes part in the activities of the group being studied. <i>Example:</i> A researcher joining a sales team to study selling techniques. 2. Non-Participant Observation – Researcher observes from a distance without involvement. <i>Example:</i> Watching customer movement in a store through cameras. 3. Structured Observation – Uses a pre-decided checklist of behaviors/events to record. <i>Example:</i> Counting how many passengers wear seatbelts. 4. Unstructured Observation – No fixed format; records all relevant events freely. <i>Example:</i> Observing interactions at a village meeting. 5. Controlled Observation – Conducted under artificially arranged conditions, often in a lab or controlled setting. <i>Example:</i> Observing consumer reaction to product packaging in a lab. 6. Uncontrolled Observation – Conducted in a natural environment without manipulation. <i>Example:</i> Studying traffic behavior at a busy intersection. 7. Direct Observation – Events are observed as they occur. <i>Example:</i> Watching a teacher's classroom performance. 8. Indirect Observation – Based on traces, recordings, or past evidence. <i>Example:</i> Using CCTV footage to study theft patterns.			
2 (a)	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 systematically recorded, grouped, and analyzed.	[03]	CO4	L1
(b)	Explain the process of questionnaire. 1. Define the Objectives – Clearly state what information is required and why. <i>Example:</i> To study customer satisfaction with online banking. 2. Identify the Target Respondents – Decide who will answer the questionnaire (sample population). <i>Example:</i> Bank customers aged 18–60. 3. Decide the Type of Questionnaire – Choose between structured, unstructured, or semi-structured formats. <i>Example:</i> Structured questionnaire for easy analysis. 4. Draft the Questions – Prepare clear, simple, unbiased, and logically sequenced questions. <i>Example:</i> "How satisfied are you with the bank's mobile app?" 5. Decide the Response Format – Select open-ended, close-ended, or scaled questions. <i>Example:</i> Likert scale (1–5) for satisfaction. 6. Pre-test (Pilot Study) – Test the questionnaire on a small sample to identify errors or ambiguities. <i>Example:</i> Conduct pilot with 20 customers. 7. Finalize and Administer – Modify based on pre-test feedback and distribute to respondents via chosen method (online, postal, face-to-face).	[07]	CO4	L2
(c)	Analyse the components of a written research report	[10]	CO4	L4

	1. Title Page – Includes title of the report, researcher's name, institution, and date. <i>Purpose:</i> Gives a clear idea of the topic and authorship. 2. Abstract / Executive Summary – Brief overview of the objectives, methodology, key findings, and conclusions. <i>Purpose:</i> Enables readers to grasp the essence quickly. 3. Table of Contents – Lists chapters, sections, and page numbers. <i>Purpose:</i> Guides navigation. 4. Introduction – Presents background, problem statement, objectives, scope, and significance of the study. <i>Purpose:</i> Sets the context and direction. 5. Literature Review – Summarizes previous studies relevant to the research topic. <i>Purpose:</i> Establishes theoretical foundation. 6. Research Methodology – Describes research design, sampling methods, data collection tools, and analysis techniques. <i>Purpose:</i> Ensures transparency and reproducibility. 7. Results / Findings – Presents analyzed data using tables, charts, and graphs. <i>Purpose:</i> Shows evidence-based outcomes. 8. Discussion / Interpretation – Explains the meaning of findings, relates to objectives and existing literature. <i>Purpose:</i> Highlights significance and implications. 9. Conclusions and Recommendations – Summarizes key insights and suggests practical applications or further research. <i>Purpose:</i> Provides closure and actionable ideas. 10. References / Bibliography – Lists all sources cited, following a standard style (APA, MLA, etc.). <i>Purpose:</i> Acknowledges others' work and avoids plagiarism. 11. Appendices – Supplementary material such as questionnaires, raw data, or additional calculations. <i>Purpose:</i> Provides detailed supporting information.			
3 (a)	State the advantages and disadvantages of mailed questionnaire. Advantages of Mailed Questionnaire 1. Low cost – Cheaper than personal interviews. 2. Wide coverage – Can reach respondents in distant locations. 3. Convenience – Respondents can answer at their own pace. Disadvantages of Mailed Questionnaire 1. Low response rate – Many may not return the questionnaire. 2. No clarification – Doubts cannot be explained to respondents. 3. Risk of incomplete/incorrect answers – Due to misunderstanding or carelessness.	[03]	CO4	L2
(b)	Briefly explain the characteristics of Intellectual properties. 1. Intangible Nature – IP does not have a physical form; it exists as ideas, expressions, or creations. <i>Example:</i> A patented formula. 2. Exclusive Rights – The owner has the sole legal right to use, produce, and commercialize the IP. 3. Territorial Protection – IP rights are generally protected within the boundaries of the country granting them. 4. Time-Bound Protection – IP rights are granted for a specific period (e.g., patent protection for 20 years). 5. Subject to Legal Registration – Many IPs require formal registration (patents, trademarks, designs) for enforcement. 6. Transferable – IP can be sold, licensed, or assigned to others. 7. Encourages Innovation & Creativity – Protection motivates creators to develop new ideas and works.	[07]	CO5	L2
(c)	Develop a research proposal on marketing research take a case of your own choice.	[10]	CO4	L6

Course Outcomes (COs)		PO1	PO2	PO3	PO4	PO5	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		

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, 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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