



Second Semester MBA Degree Examination, June/July 2025
Research Methodology and IPR

Max. Marks: 100

- Notes: 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
Q.1	a.	What do you understand by research problem? Give example.	3	L2	CO1
	b.	Explain features of a good research.	7	L2	CO1
	c.	Explain in detail in detail the research process with suitable examples.	10	L2	CO1
Q.2	a.	Give a difference between exploratory and conclusive research design.	3	L3	CO4
	b.	Analyze and elaborate the conditions of choosing the cross sectional and longitudinal studies in business research & justify.	7	L3	CO4
	c.	Explain the application of research in marketing, finance, human resource and production & operations management.	10	L2	CO1
Q.3	a.	What do you mean by sample & a sample frame?	3	L2	CO1
	b.	Explain sampling process with example.	7	L2	CO1
	c.	Write your understanding on types of sampling design.	10	L2	CO1
Q.4	a.	What do you understand by data collection?	3	L3	CO2
	b.	Analyze the methods of data collection with an example.	7	L3	CO2
	c.	Explain in detail comparative and non-comparative scaling techniques.	10	L3	CO2
Q.5	a.	What do you understand by editing and coding?	3	L2	CO3
	b.	Explain in detail steps involved in processing of data.	7	L2	CO3
	c.	Explain in detail types of research reports with neat structure.	10	L2	CO3
Q.6	a.	What is intellectual property?	3	L2	CO5
	b.	Explain the different types of intellectual property.	7	L2	CO5
	c.	Elaborate your understanding on trade related investment measurement and its features.	10	L4	CO5
Q.7	a.	Explain the errors affecting research design.	3	L2	CO4
	b.	Analyze the Qualitative research techniques with examples.	7	L3	CO4
	c.	Analyze the different types of experimental research design.	10	L3	CO4

Compulsory Questions

Q.8					
		<p>In the 1990s, a task force was formed among executives of seven regional transportation agencies in the New York-New Jersey area. The mission of the task force was to investigate the feasibility and desirability of adopting electronic toll collection (ETC) for the inter-regional roadways of the area. Electronic toll collection is accomplished by providing commuters with small transceivers (tags) that emit a tuned radio signal. Receivers placed at toll booths are able to receive the radio signal and identify the commuter associated with the particular signal. Commuters establish ETC accounts that are debited for each use of a toll road or facility, thus eliminating the need for the commuter to pay by cash or token. Because the radio signal can be read from a car in motion, ETC can reduce traffic jams at toll plazas by allowing tag holders to pass through at moderate speeds.</p> <p>At the time the New York-New Jersey agencies were studying the service; electronic toll collection was already being used successfully in Texas and Louisiana. Even though several of the agencies had individually considered implementing ETC, they recognized that independent adoption would fall far short of the potential benefits achievable with an integrated interregional system.</p> <p>The task force was most interested in identifying the ideal configuration of service attributes for each agency's commuters, and determining how similar or different these configurations might be across agencies. The task force identified a lengthy list of attributes that was ultimately culled to seven questions:</p> <ul style="list-style-type: none"> • How many accounts are necessary and what statements will be received? • How and where does one pay for EZPass? • What lanes are available for use and how they are controlled? • Is the tag transferable to other vehicles? • What is the price of the tag and possible service charge? • What is the price of the toll with an EZPass tag? • What are other possible uses for the EZPan tag (airport parking, gasoline purchases)? <p>From a business researcher's perspective, it also seemed important to assess commuter demand for the service. However, the task force was not convinced that it needed a projection of demand, because it was committed to implementing ETC regardless of initial commuter acceptance. The task force considered its principal role to be investigating commuters' preferences for how the service should be configured ideally.</p> <p>Questions :</p>			
a.	Evaluate the problem definition. Has the problem been defined adequately?	10	L3	CO4	
b.	What type of research design would you recommend for this project?	10	L6	CO4	

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