

CBCS SCHEME

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22MBA23



Second Semester MBA Degree Examination, June/July 2026 Research Methodology and IPR

Time: 3 hrs.

Max. Marks: 100

- Note:** 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.	Define Research.	3	L1	CO1
	b.	Explain Different types of applications of research.	7	L3	CO1
	c.	Explain the steps involved in Research Design Formulation.	10	L2	CO1
Q.2	a.	What are Testing Effects? Lists its types.	3	L1	CO1
	b.	Differentiate between Exploratory Research and Descriptive Research.	7	L3	CO1
	c.	What is Descriptive Research? Explain its types.	10	L2	CO1
Q.3	a.	What is Snowball Sampling?	3	L1	CO2
	b.	Explain the steps for sampling design by taking an example of research on "perception towards purchasing of insurance products".	7	L3	CO4
	c.	Explain different types of probability sampling techniques.	10	L3	CO2
Q.4	a.	Define Hypothesis.	3	L1	CO3
	b.	Explain different types of Basic Measurement Scales. Also Frame Questions for each scales.	7	L4	CO3
	c.	Explain the steps in designing questionnaire.	10	L3	CO1
Q.5	a.	What is Tabulation? List its types.	3	L1	CO3
	b.	Explain different types of Report.	7	L2	CO3
	c.	Explain Research Report Layout.	10	L3	CO3
Q.6	a.	Define IPR.	3	L1	CO5
	b.	Explain Nature and characteristics of IPR.	7	L2	CO5
	c.	Briefly explain on : i) Patents ii) Copyrights iii) Trademark	10	L3	CO5

Q.7	a.	What is Wipo?	3	L1	CO5
	b.	Explain different types of survey methods.	7	L2	CO2
	c.	Explain different types of Research.	10	L2	CO1
Q.8		Case Study : Hetansh, a fresh MBA Graduate from B Schools wanted to startup a business along with his 2 of the friends in his native place. With interest in the field of share market they wanted to take up a franchise from one of full service provider or discounted brokerage company. Before take up the franchise they wanted to conduct a Research to understand the customer's requirements in terms of service expectation from broking company and their investment behavior in stock market. Also, they wanted to check which broking company is best in market to finalize franchise agreement. Assume yourself as Hetansh and answer the following questions.			
	a.	What kind of Research approach can be adopted for the given case?	5	L3	CO4
	b.	State the Research objectives for the given case.	5	L3	CO2
	c.	What type of Research design and sampling design can be adopted for this case?	5	L3	CO3
	d.	Which type of data collection you would employ and why?	5	L3	CO3
