

22MBA23

Second Semester MBA Degree Examination, June/July 2023 Research Methodology and IPR

me: 3 hrs.

Max. Marks: 100

Note: 1. Answer any FOUR full questions from Q.No.1 to Q.No.7.

Question No. 8 is compulsory.
 M: Marks, L: Bloom's level, C: Course outcomes.

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3 5			M	L	C
Q.1	a.	What is Sampling frame?	3	L2	CO4
	b.	Explain with example different Qualitative Techniques and Data Collection.	7	L3	CO2
	c.	List out and briefly explain contents of the Research report.	10	L3	CO3
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Q.2	a.	What are Dichotomous questions?	3	L2	CO2
	b.	Briefly explain characteristics of Intellectual properties.	7	L3	CO5
ā	c.	What are the different types of observation methods that can be used by researchers in carrying out the research?	10	L3	CO4
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Q.3	a.	What is Longitudinal Research?	3	L2	COI
in .	b.	What are the different sources of Secondary Data?	7	L3	CO
- 40	c.	Substantiate different types of Informal Experimental designs.	10	L3	CO2
Q.4	a.	What is interpretation?	. 3	L2	CO3
	b.	What are the possible motives for doing research in business?	7	L3	CO
2	c,	Discuss the primary scales of measurement with example.	10	L3	CO2
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Q.5	a.	What is Exploratory Research design?	3	L3	CO
	b.	Distinguish between Census and Sampling.	7	L4	CO
	c.	Explain different types of Intellectual Property Right.	10	L3	CO:
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Q.6	a.	What is Integrated Circuit?	3	L2	COS
		1 of 2			

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9	b.	Discuss basic principles of Experimental designs.	7	L3	CO2		
	c.	Explain different sampling methods available for Researchers.	10	L3	CO ²		
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Q.7	a.	What are Double – barreled questions?	3	L2	CO2		
4.	b.	Explain the different types of Research report.	7	L3	CO		
***	c.	What is Research? Briefly explain different steps involved in the Research process.	10	L3	CO		
2.8		ASE STUDY: (Compulsory)					
	hoo pop tele advantage is a the no process and the	Television has become an important medium of entertainment in Urban usehold in India. Many business enterprises have closely observed the pularity of television programmes and have realize that the impact of evision is very considerable on the audience. Several enterprises have started vertising on television although the costs of such advertisements are very the several enterprises have started vertising on television although the costs of such advertisements are very the several enterprises have started vertising on television although the costs of such advertisements are very the several enterprises have started vertising on television although the costs. ABC Company is interested to use television for advertising some of its oducts, in a particular some caned foods based on sova beans. Although there a general impression that television is an effective medium of advertisement, a directors of the ABC Company wish that their judgement be based on fact, to opinion. Hence they feel that there is a need for conducting a study to ovide them with satisfactory answer to their problems. In particular, they are erested to measure the "effectiveness" of television advertising. For this repose, they have consulted a professional research agency. This agency has define the directors that the best method for measuring the effectiveness of evision advertising would be to conduct a "before and after" study. The vectors discussed the nature and utility of such a study with the research ency and finally agreed that such a study should be undertaken. It decided to cover 10,000 house holds in metropolitan City. Finally to easure the effectiveness of bavertising at different levels, a questionnaire was signed covering tests of brand awareness, familiarity, preference and actual havior of responded.					
	a. b.	Critically examine the proposed methodology. Do you think an alternative approach would be appropriate?	7	L3	CO:		
	c.	Suggest sampling design for above proposed study.	6	L3	CO.		