

CBCS SCHEME

22MBA23



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Second Semester MBA Degree Examination, June/July 2024 Research Methodology and IPR

Time: 3 hrs.

Max. Marks: 100

- Note: 1. Answer any FOUR full questions from Q1 to Q7.
2. Question No.8 is compulsory.
3. M : Marks , L: Bloom's level , C: Course outcomes.*

			M	L	CO
Q.1	a.	Define Business Research.	03	L1	CO1
	b.	Explain the different types of research.	07	L2	CO1
	c.	Describe the systematic steps involved in the process of research.	10	L2	CO3
Q.2	a.	What are dependent variable, independent variable and extraneous variable?	03	L1	CO2
	b.	Explain the types of descriptive research design.	07	L2	CO4
	c.	Briefly explain pre-experimental and true experimental research design.	10	L2	CO3
Q.3	a.	Define sample and sample design.	03	L1	CO1
	b.	Explain the methods of exploratory research design.	07	L2	CO2
	c.	Describe the probability and non-probability sampling techniques.	10	L2	CO3
Q.4	a.	List the methods used for collection of primary data.	03	L1	CO3
	b.	Explain the primary measurement scales adopted in business research.	07	L2	CO2
	c.	Explain the steps involved in questionnaire design process.	10	L3	CO2
Q.5	a.	Define Likert scale and Semantic differential scale.	03	L1	CO2
	b.	Explain the structure of the research report.	07	L2	CO3
	c.	Describe the process involved in data analysis.	10	L3	CO3
Q.6	a.	Define management decision problem and research problem.	03	L1	CO1
	b.	Write a note on TRIPS and TRIMS.	07	L2	CO4
	c.	Explain the kinds of Intellectual Property Rights with examples.	10	L3	CO5
Q.7	a.	List the errors in sampling.	03	L1	CO2
	b.	Write short notes on Intellectual property system in India.	07	L2	CO5
	c.	Construct a questionnaire using a five-point Likert scale to measure the quality of services offered in five star hotel in the following areas : i) Room services ii) Restaurant iii) Reception and iv) Travel desk.	10	L6	CO3

Q.8	<p><u>CASE STUDY</u></p> <p>In the digital age, Social Media has become an integral part of students lives, offering opportunities for social interactions, information sharing and entertainment. The pervasive nature of social Media platforms raises questions about their influence on various aspect of daily life, including academic pursuits. This concern has become particularly pertinent in the context of higher education, where the quest for knowledge and academic success is paramount.</p> <p>The university faculty acknowledges the significance of social media in the lives of their students and is keen to explore whether exertive use of social media might be impacting their academic performance. Several reasons have led to this study inquiry such as changing study, habits, time management, interest level, sleep patterns etc.</p> <p>To address these concerns, the university has decided to conduct a comprehensive research study. As a researcher, answer the following questions.</p>			
	a. What is the main research problem? Briefly explain.	5	L4	CO4
	b. What kind of Research approach would you adopt and why?	5	L4	CO1
	c. Provide the detailed Research Design and Sample Design for the study.	10	L4	CO3

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