

--	--	--	--	--	--	--	--	--	--

Second Semester MBA Degree Examination, Dec.2024/Jan.2025

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.	Explain what do you understand by Business Research.	03	L2	CO1
	b.	Discuss the types of data collection methods with their relative merits and drawbacks.	07	L2	CO2
	c.	Discuss in detail the different types of sampling techniques with its relevance in Management Research.	10	L2	CO1
Q.2	a.	What do you mean by literature review?	03	L2	CO1
	b.	Describe the various steps involved in processing the data.	07	L2	CO3
	c.	Assume that you college wants to ascertain the perception of its students towards it. Construct a 7 item scale to measure in the perception using Likert scale and semantic differential scale.	10	L3	CO2
Q.3	a.	What is snowball sampling?	03	L2	CO1
	b.	Illustrate the features of a good research study.	07	L2	CO1
	c.	Analyse the research process with a neat diagram.	10	L4	CO2
Q.4	a.	List the types of basic measurement scales.	03	L1	CO2
	b.	Discuss the concept of intellectual property system in India.	07	L2	CO5
	c.	Discuss in detail the various components of the research reports.	10	L2	CO3
Q.5	a.	Distinguish between oral and written report.	03	L4	CO3
	b.	Discuss the errors that affect the research design.	07	L2	CO1
	c.	Demonstrate the 3 categories of research based on the type of information required. give examples.	10	L3	CO1
Q.6	a.	What is editing and state the 2 types of editing?	03	L2	CO3
	b.	Elaborate the various applications of business research.	07	L3	CO2
	c.	Discuss the kinds of intellectual property.	10	L2	CO5
Q.7	a.	What do you understand by IPR?	03	L2	CO5
	b.	How does exploratory and descriptive research differ from each other?	07	L4	CO4
	c.	Explain the various qualitative techniques of data collection used in business research.	10	L3	CO2

Q.8	<p><u>CASE STUDY</u></p> <p>The above company is engaged in the manufacturing of washing machines and few of set products like oven and T. V. fully automatic washing machine accounts for a sizeable proportion of its total production and it is also their dominant product line.</p> <p>Of late the company has been finding it increasingly difficult to maintain its competitiveness on account of the availability of washing machines made by other companies at affordable price range.</p> <p>Top management of the company recognizes the increasing competition and declining sales. They believed a survey should be conducted to ascertain the customer satisfaction in respect of washing machines. However before undertaking a detailed survey, it would like to be clear on the concept of customer satisfaction.</p> <p>Simultaneously the company wants to introduce new models with special features through its existing channel. The company would like to know the customer's perception towards its proposed new features like inbuilt dryer and remote controlled operation.</p> <p><u>Questions :</u></p>			
	a. Do you think consumer satisfaction survey will assist the marketing manager in decision making?	5	L4	CO1
	b. Design a questionnaire to measure customer satisfaction with respect to a washing machine brand.	10	L3	CO2
	c. What consumer/trade promotion will you suggest for improving their market store?	5	L4	CO4

* * * * *