

VPM's
DR VN BRIMS, Thane
Programme: PGDM (2015-17)
Third Trimester Examination April 2016

Subject	Research Methodology		
Roll No.		Marks	60 Marks
Total No. of Questions	7	Duration	3 Hours
Total No. of printed pages	2	Date	21.04.2016

Note: Q1 is compulsory and solve any FOUR from the remaining SIX questions.

Q1) 20 Marks (Compulsory)

Q. 1 A. Define the following terms (Any four) **4**

1. Response rate
2. Plagiarism
3. Action research
4. Pilot testing
5. Ranked data
6. grounded theory

Q. 1 B. State the difference (Any three) **6**

1. Primary and secondary data
2. Qualitative and quantitative analysis
3. Inductive and deductive approach in research
4. Basic and applied research
5. Exploratory and explanatory research

Q. 1 C. Write short notes on (Any three) **6**

1. Scientific method
2. Snowball sampling
3. SPPSS
4. Semantic differential rating scale
5. Non-parametric statistics

Q. 1 D. State whether the following statement is true or false (Any four) **4**

1. It is advisable to avoid jargon in writing the research report,
1. If the data plot shows bunching towards the left and a long tail to the right then the data is called negatively skewed.
2. The questionnaire should be laid out so that it is easy to read and the response are easy to fill.
3. The value of standard deviation describe the dispersion of the data.
4. There is no need to maintain anonymity of a person while preparing a Project Report.

Attempt Any FOUR from the Remaining SIX Questions

Q2) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- a) Outline the features that make business and management research distinctive from research in other disciplines.
- b) A fresh graduate is interested in conducting research on the interface between business organizations and schools. Write three research questions relevant to this issue.
- c) List out the sources available for literature survey.

Q3) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- a) What are the different research strategies followed in management research?
- b) What are the ethical aspects that need to be considered in conducting research?
- c) What are the different sampling techniques used in Business Research?

Q4) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- a) Give three examples of situations where you might use secondary data as part of your research.
- b) If you are asked to study how consumer spending patterns in your home country changed in the last decade, how would you go about it.
- c) Elaborate on the different techniques used to collect primary data for research.

Q5) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- a) what are the key areas of competence that you need to develop in order to conduct an interview successfully?
- b) What are the advantages of using semi-structured and in-depth interviews?
What is the standard method of presenting the research report?

Q6) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- a) Describe the techniques used for analysing qualitative data.
- b) Pearson's Product Moment Correlation Coefficient is an important concept in statistical analysis. Explain its significance.
- c) Briefly describe when would you use regression analysis and correlation analysis.

Q7) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- a) As a part of research into the impact of television advertising on donations by credit card to a major disaster management appeal, data have been collected on the number of viewers reached and the number of donations each day for the past two weeks. Which diagram would you use to explore these data. Give reasons for your choice.
- b) A research student got interested in small businesses and wanted to study "How important do small business owner managers consider the different skills sets needed to run a small business and why?" He framed a questionnaire and gave it to small business managers. It asked how confident are you in marketing and sells, interpersonal matters, finance/accounts, managerial, business planning, IT, time management and technical skills. The respondent were expected to rate the answer on a five point scale from Very confident to Not at all confident. How would you go about analysing the data to make meaning out of it?
- c) A student in a tourism course wanted to study film induced tourism. Her specific interest was to know why some people were influenced by films in choosing their holiday destination. If you are her tutor what advice would you give her to do her work efficiently?