

**Indian Maritime University  
(A Central University, Govt. of India)**

**End Semester Examinations – June 2025**

**Programme Name: MBA (PSM/ITL)**

**Semester: II**

**Subject Code: PG21T/22T3206**

**Subject Name: RESEARCH METHODOLOGY**

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Date: 11.06.2025  
Duration: 03 Hrs.

Max Marks: 60  
Pass Marks: 30

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General Instructions

- (i) All Sections (A, B & C) are to be attempted.
- (ii) Options are specified in the respective section.

**Section A**

Ten MCQs/Fill in the Blanks of 01 Mark each – Choose the correct answer as applicable.

1. The purpose scientific research in management is to \_\_\_\_\_.
  - a. To develop new theories and models of management
  - b. To solve practical problems of managers
  - c. To help managers in decision making
  - d. All of the above
  
2. \_\_\_\_\_ is the first step in research process.
  - a. Data analysis
  - b. Conducting literature review
  - c. Problem identification
  - d. Collecting and analyzing data
  
3. In a literature review, what is the term for the list of sources cited within the text.
  - a. Bibliography
  - b. Reference list
  - c. Appendix
  - d. Footnotes
  
4. What does the standard deviation measure?
  - a. The spread of the data around mean
  - b. The average distance of each data point from the mean
  - c. The number of data points in a set
  - d. The difference between the highest and lowest values
  
5. Which of the following is not a scale of measurement?
  - a. Nominal scale
  - b. Ordinal scale
  - c. Interval scale
  - d. None of the above

6. Which sampling method is often used in studies where the population is difficult to access?
  - a. Simple random sampling
  - b. Snowball sampling
  - c. Cluster sampling
  - d. Systematic sampling
7. Which of the following type of questions is best suited for gathering factual information?
  - a. Likert scale
  - b. Open-ended
  - c. Multiple choice
  - d. Dichotomous
8. Which of the following is a statistical hypothesis?
  - a. Taller students join sports
  - b. If students study more, they will better grades
  - c. Students study for their GPA
  - d. The average height of PG students is greater than 5Ft 8 inches
9. \_\_\_ is the term that describes a situation where an interviewer inadvertently influences the participant's response
  - a. Observer bias
  - b. Confirmation bias
  - c. Interviewer bias
  - d. Social desirability bias
10. Which type of report typically used to present the findings of a scientific research?
  - a. Narrative report
  - b. Explanatory report
  - c. Descriptive report
  - d. Technical report

### **Section B**

Five Questions of 02 Marks each

11. List different types of business research.
12. What is the primary purpose of conducting literature review?
13. What is 'Likert scale' and why is it used.
14. Write about the importance of regression analysis.
15. What is Type I and Type II errors in hypothesis testing?

### **Section C**

Seven Questions of 8 Marks each of which any 05 questions to be answered.

16. List and discuss various steps involved in business research.
17. What is sampling? Why do researchers' employ sampling? Discuss various probability sampling techniques in detail. (2+2+4 Marks)

18. Critically analyse various primary data collection techniques.
19. What is the need of proper layout of the research report? Discuss comprehensive layout of research report. (2+6 Marks)
20. Brief the following research design concepts with one example each.
- i) Dependent and independent variable
  - ii) Extraneous variable
  - iii) Control variable
  - iv) Confound relationship
  - v) Research hypothesis
  - vi) Experimental hypothesis
  - vii) Non-experimental hypothesis
  - viii) Treatments.
21. Illustrate widely used classification of measurement scales.
22. Is there a significant difference in test scores between 25 students who received in-person instruction and 25 students who received online instruction? The mean test score for the in-person group is 80 (SD = 5) and for the online group is 75 (SD = 7).

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