

**Indian Maritime University**  
**(A Central University, Govt of India)**  
**End Semester Examinations – December 2023**  
**Programme Name: MBA (ITL/PSM)**  
**Semester: II**  
**Subject Code: PG22T3206/ PG21T3206**  
**Subject Name: RESEARCH METHODOLOGY**

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Date: 18.11.2023

Max Marks: 60

Duration: 03 Hrs

Pass Marks: 30

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General Instructions

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

**Section A**

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

1. What is the primary goal of a pilot study in research?  
A) To gather data from a large and diverse sample.  
B) To test the hypothesis and draw definitive conclusions.  
C) To refine research methods, procedures, and questionnaires.  
D) To publish the study results in a peer-reviewed journal.
2. Which of the following is not a tool for data collection?  
A) Questionnaire  
B) Interview  
C) Hypothesis  
D) Observation
3. Which of the following is an assumption about parametric tests?  
A) The data is normally distributed.  
B) The sample size is small.  
C) The population is not normally distributed.  
D) The data has outliers.
4. If the assumed hypothesis is tested for rejection considering it to be true is called?  
A) Null Hypothesis  
B) Statistical Hypothesis  
C) Simple Hypothesis

D) Composite Hypothesis

5. A research intends to explore the result of possible factors for the organization of effective mid-day meal interventions. Which research method will be most appropriate for this study?

- A) Descriptive survey method
- B) Historical method
- C) Ex-post facto method
- D) Experimental method

6. In order to pursue the research, which of the following is priority required?

- A) Developing a research design
- B) Formulating a research question
- C) Deciding about the data analysis procedure
- D) Formulating a research hypothesis

7. Which of the following options are the main tasks of research in modern society?

- A) To learn new things
- B) To keep pace with the advancement in knowledge
- C) To systematically examine and critically analyze the investigations/sources with the objective
- D) All of the above

8. The main aim of the scientific method in the research field is to \_\_\_\_\_

- A) Improve data interpretation
- B) Confirm triangulation
- C) Introduce new variables
- D) Eliminate spurious relations

9. Which technique involves comparing research findings with existing literature to draw conclusions?

- A) Data analysis
- B) Comparative analysis
- C) Literature review
- D) Descriptive statistics

10. Which of the following is a norm for using an index in a research report?

- A) Include every keyword mentioned in the report
- B) Place the index at the beginning of the report
- C) Alphabetize index entries
- D) Use a single index entry for all concepts

### **Section B**

Five Questions of 02 Marks each

11. Cite any four reasons stating the importance of a case study in research.

12. What is the primary difference between the Chi-square goodness of fit test and the Chi-square test of association?
13. Explain any two significance of review of literature in a research study.
14. Define "tertiary" data.
15. How does interpretation differ from analysis in research?

### **Section C**

Seven Questions of 08 Marks each of which any 05 questions to be answered.

16. What do you understand by the term 'data' – explain with suitable examples stating different types of data. You are carrying out a research titled "Customer Satisfaction – An Online Shopping Perspective: A Study on Students of IMU". What would be the suitable way(s) of data collection for such a study? – State with reason. (4+4=8)
17. Why construction of a reliable and valid questionnaire is important in research? State how reliability and validity of questionnaire be assessed. (3+5=8)
18. Do you think that framing of hypothesis is necessary for carrying out research? – State with reason. State with suitable examples situations when to use one way and two way ANOVA. (4+4=8)
19. Explain different methods of primary data collection. (8)
20. Discuss different types of research. Explain the significance of maintaining objectivity in research by a researcher. (4+4=8)
21. Discuss the characteristics of a good research report. Explain the purpose of using an index and a bibliography in a research report. (4+4=8)
22. Discuss on different types of academic research reports commonly used. What criteria should be used to evaluate the quality and effectiveness of a research report? (4+4=8)

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