

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

Date: 05.06.2023

Max Marks: 60

Duration: 03 Hrs

Pass Marks: 30

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. Authenticity of a research finding is its _____.
 - a. Originality
 - b. Validity
 - c. Objectivity
 - d. Experimentability
2. Which of the following is not the method of Research?
 - a. Survey
 - b. Historical
 - c. Observation
 - d. Philosophical
3. The ___ scale measurement has a natural zero.
 - a. Ratio
 - b. Nominal
 - c. Ordinal
 - d. Interval
4. What is the name of the conceptual framework in which the research is carried out?
 - a. Research hypothesis
 - b. Synopsis of Research
 - c. Research paradigm
 - d. Research design
5. Which technique is generally followed when the population is finite?
 - a. Systematic Sampling Technique
 - b. Purposive Sampling Technique

- c. Area Sampling Technique
 - d. None of the above
6. What type of chart is useful for comparing values over categories?
- a. Pie Chart
 - b. Column Chart
 - c. Line Chart
 - d. Dot Graph
7. Which test is the part of the parametric test?
- a. Sign Test
 - b. Run Test for Randomness
 - c. Kruskal-Willis Test
 - d. z-test
8. Analysis of variance is a statistical method of comparing the _____ of several populations.
- a. Standard deviations
 - b. Variances
 - c. Means
 - d. None of the above
9. Bibliography given in a research report
- a. shows vast knowledge of the researcher
 - b. helps those interested in further research
 - c. has no relevance to research
 - d. None of the above
10. Written format of research report is known as
- a. Research paper
 - b. Monograph
 - c. Research Report
 - d. Project report

Section B

Five Questions of 02 Marks each

- 11. Discuss the difference between research methods and research methodology.
- 12. Distinguish between nominal and ordinal scale.
- 13. What is sampling frame?
- 14. Briefly explain types of hypotheses.
- 15. Briefly explain various characteristics of good research report.

Section C

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

- 16. Discuss various steps followed by a researcher in research process.

17. What is the difference between probability and non-probability sampling? Explain any four non random sampling methods that are used to collect primary data. (4+4)
18. "A sound measurement must meet the tests of validity, reliability and practicality". Discuss.
19. Discuss various methods of collecting primary data. Explain the significance of 'pilot testing' of a questionnaire before the final survey to a research study. (6+2)
20. Calculate Karl Pearson's coefficient correlation between expenditure and advertising and sales from the data given below:

Advertising expenses ('000 Rs.)	39	65	62	90	82	75	25	98	36	78
Sales (lakh Rs.)	47	53	58	86	62	68	60	91	51	84

And also calculate probable error. (6+2)

21. Distinguish between t-test and z-test. With the help of suitable examples, differentiate type I from type II error. (5+3)
22. Discuss the layout of a research report explaining all necessary constituents the report should have.
