

Enrollment No. _____

School: School of Science

Program/s: BMS

Year: 4th Semester: 7

Examination: End Semester Examination

Examination year: December - 2022

Course Code: BM315

Course Name: Research Methodology

Date: 12/12/2022

Total Marks: 40

Time: 8.30 am to 10.30 am

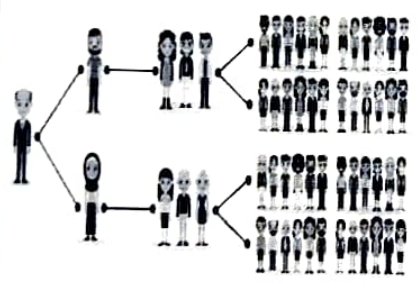
Total Pages: 3

Instructions:

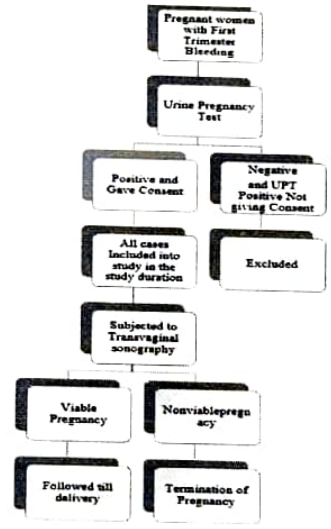
- Write each answer on a new page.
- Use of a calculator is permitted/not permitted.
- * COs=Course Outcome mapping. # BTL=Bloom's Taxonomy Level mapping

Q. No.	Details	Marks	COs*	BTL*
Q.1	<p>Q1. Do as directed (12Marks)</p> <p>1. A researcher trying to study the impact of a price increase on an apparel brand on increase or decrease of its popularity and demand among customers is an example of _____ research design</p> <p>2. _____ relies on arranging the target population according to some ordering scheme and then selecting elements at regular intervals through that ordered list.</p> <p>3. Anagha is doing her PhD in Information Technology and her work focuses on studying the percentage of technological literacy in terms of using net-banking, e-wallets and online shopping. Her sample comprises of the oldest person and the youngest person who is technologically savvy, people with smartphones v/s people without smartphones. The sampling method used here would be _____.</p> <p>4. You are a researcher doing a study on discrimination where various ethnicities share their experiences with discrimination. You will use _____ sampling.</p> <p>5. An ordinal scale is</p> <p>1. A scale with absolute zero point c. A scale with equal intervals</p> <p>2. A rank order scale of measurement d. A non-comparative scale</p> <p>6. Consider the following statements:</p> <p>A. "Adolescents experience more peer pressure than aged people"</p> <p>B. "Children in the age group of 13 to 19 experience more peer pressure than people who are more than 30 years of age. What is the relation between A and B?"</p> <p>a. In Statement A, the variables are operationalized while in statement B they are non-operationalized</p> <p>b. In Statement B, the variables are operationalized while in statement A they are non-operationalized</p> <p>c. In Statement A, the dependent variable is defined while in statement B, both dependent and independent variable are defined.</p> <p>d. In both statements variables are non-operationalized</p>	12	CO1,2,3,4	BT1, BT2, BT3

7. Marilyn studied a variety of unusual altruists for her book "The Heart of Altruism." which included stories of people who were willing to give up their lives to save people including Otto Schindler, the German businessman who saved over a hundred Jews in Nazi Germany. Her work defines _____ sampling
- b. Snowball b. Extreme case c Discrepant case d. Mixed purposeful
8. Rahul is a brand manager who is doing a survey where he asks the customers to fill a questionnaire on five top quality shampoo brands on a scale of 1 to 5 and finds out how performance of one brand differs from the other from 100respondents. Karan is another brand manager studying shampoo brands and he does his research by asking the same 100 respondents to state the most preferred brand followed by the next and so on. In this case which of the following is a correct observation?
- a. Rahul is doing a paired comparison and Karan is doing a rank order scaling
 b. Karan is doing a paired comparison and Rahul is doing a rank order scaling
 c. Rahul and Karan are doing ratio scaling
 d. Karan is using a dichotomous scale while Rahul is using a nominal scale without order
9. Identify the sampling method in the given image A and B. Give reasons why. (4M)



A



B

Q.2 Answer the following in one or two sentences (6 questions X 2 Marks=12 Marks) **ANY SIX**

12

1. A university is doing a survey on students having a bachelor's degree in science. They divide students into groups based on their specializations into earth science, life science and chemical science. They work out the statistical data of pass-out students. Which is the sampling method? Why?

CO1,2,3,4

BT1, BT2, BT3

	<p>2. You are a female researcher working on the topic "stress at workplace". You are preparing a questionnaire to collect data. What methods of data collection can you use best? Why?</p> <p>3. Explain an Extraneous and a confounding variable with an example each.</p> <p>4. Explain criterion related validity with an example</p> <p>5. Explain the difference between a variable and an attribute with an example</p> <p>6. When can one use a continuous rating scale?</p> <p>7. How does a negative case sampling differ from a discrepant case sampling</p>			
<p>Q.3</p>	<p>1. You are interviewing a technical executive to understand the level of gender sensitization at their institute. Formulate two open ended questions for the interview. Formulate two closed ended questions.</p> <p>2. Think about the topic or the aspect of your interest. Frame four different types of hypothesis as follows:</p> <ul style="list-style-type: none"> a. A hypothesis showing relation between one dependent and an independent variable b. A hypothesis showing relation between three or more variables c. A hypothesis showing that there is no relation between two or more variables (null hypothesis) d. A hypothesis showing the opposite of null hypothesis <p>3. Discuss some important ethical concerns while working on human subjects</p> <p>4. You are a researcher doing course work and learning to frame the right research questions. You have been taught about the qualities that a good research question should have. Given below are some research questions. Spot the mistake and rewrite in the correct way if you feel that the questions are incorrect. If you feel that they are correct, mention it as "no change needed".</p> <ul style="list-style-type: none"> a. Does medication help alleviate attention deficit hyperactivity disorder (ADHD) symptoms? And do kids need more exercise? b. What are the advantages and disadvantages of cell phone use in schools? <p>5. You are preparing a research report on pollution indices of Bhopal city. What are the key components of the report that you will include?</p>	<p>16</p>	<p>CO1,2,3,4</p>	<p>BT1, BT2, BT3</p>