UNIVERSITY OF PETROLEUM AND ENERGY STUDIES

Online End Term Examination, May 2021

Course: Research Methodology & Report Writing
Programme: BBA(FT)
Max. Marks: 100

Semester: IV
Time: 03 hrs
Course Code: DSRM2001

SECTION A

Each Question will carry 5 Marks

S. No.	Select the most appropriate	Marks (5x6)	CO
Q 1.	. ---------------- includes survey & fact finding inquiries of the different kinds. (a) Descriptive research (b) analytical research (c) historical research (d) none of these		CO1
Q 2.	. ---------------------- research in applicable to phenomena that are measurable so that they can expressed in terms of quantity. (a) Quantitative research (b) qualitative research (c) Analytical research (d) Empirical research		CO1
Q 3.	Which of the following includes examples of quantitative variables? (a) Age, temperature, income, height (b) Grade point average, anxiety level, reading performance (c) Gender, religion (d) Both a &b		CO1

Q 4.	Which of the following terms best describes data that were originally collected at an earlier time by originally collected at an earlier time by different person for a different purpose? (a) Primary data (b) Secondary data (c) experimental data (d) field notes		**CO1**
Q 5.	The selection of sample known as ----------------------. (a) Sampling (b) Population (c) Research method (d) Sample design		**CO1**
Q 6.	Which of the following terms best describes data that were originally collected at an earlier time by originally collected at an earlier time by different person for a different purpose? (a) Primary data (b) Secondary data (c) experimental data (d) field notes		**CO1**
SECTION B			
	Each question will carry 10 marks	**(10x5)**	
Q 7.	What is primary data? Distinguish between primary data and secondary data. Explain briefly the methods of collecting secondary data.		**CO2**
Q 8.	What is a sampling design? Why it is important in research? Explain various probability sampling methods?		**CO2**

Q 9.	Differentiate the followings: a. Exploratory research design & causal research design b. Qualitative & quantitative research		**CO2**
Q 10.	XYZ company is going to start tarde from Mumbai to Dehradun. As the head of the company research division of the company, you have to design a questionnaire to know about the customer's requirement at Dehradun of such product.		**CO3**
Q 11.	A company manufacturing brand new personal computers would like to identify potential market segment for their brand. Suggest suitable research design to identify market potential with justification. What would be your sampling design in this situation and also justify?		**CO3**
	SECTION-C		
	Each Question carries 20 Marks	**(20x1)**	
Q 12.	Sridhar from Bangalore, had developed an electric car-VERVE (It is fully automatic, no clutch, no gears), two door hatch back, easily seating two adults and two children with a small turning radius of just 3.5 meters). It runs on batteries and as compared to other electric vehicles, has an on board charger to facilitate easy charging which can be carried out by plugging into any 15 amp socket at home or work. A full battery charge takes less than seven hours and gives a range of 80 km. In a quick –charge mode (two-and-a-half hours) 80 percent charge is attained which is good enough for 65 km. A full charge consumes just about 9 units of electricity. Somehow the product did not take off the way he expected. He is contemplating about repositioning the car. As he stood looking at the prototype, he knew that there were a couple of questions to which he must find answers before he undertook the repositioning exercise. Who should be the targeted segment –old people, young student just going to college, house wives? What should be the positioning stance? What kind of image would these customers relate to? Was a new name or punch line required? How should the promotions be undertaken? Hyundai had done it with Shah Rukh Khan, should he also consider a celebrity? If yes who? **Questions:** i.What kind of research design should Sridhar undertake? ii. Do the stated objectives have scope for a qualitative research?		**CO4**