



UNIVERSITY WITH A PURPOSE

## UNIVERSITY OF PETROLEUM & ENERGY STUDIES

End Semester Examination – December 2021

**Program: BBA (Family Business & Entrepreneurship)**

**Course: Research methodology**

**Course Code: DSRM2004**

**Semester: III**

**Duration: 3 Hours**

**Max. Marks: 100**

### Instructions:

1. The student must write *his/her name and enrolment no.* in the space designated above.
2. Section A: **Type the Answer** question type. Students while answering will be shown a **text box** to type their answers
3. Section B, C, D: **Scan and Upload** question type. students are expected to write on a **plain white A4 answer sheets** and upload the snapshot of the answer
4. **STUDENTS ARE REQUIRED TO MENTION THEIR NAME, ROLL NO & PROGRAM ON EACH SHEET**
5. Students are expected to **mention correct question numbers** while answering them on Plain white A4 Answer She

### SECTION A

**1. Each Question will carry 2 Marks**

**2. Instruction: Multiple choice questions..**

S.No	Question	CO
Q 1.	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	CO1
Q 2.	Which of the following features are considered as critical in qualitative research? a) Collecting data with the help of standardized research tools. b) Design sampling with probability sample techniques. c) Collecting data with bottom-up empirical evidence. d) Gathering data with top-down schematic evidence.	CO1
Q 3.	How is random sampling helpful? a) Reasonably accurate b) An economical method of data collection c) Free from personal biases	CO1

	d) All of the above	
Q 4.	<p>Which is not an operational step of the eight step model of the research process?</p> <p>a) Selecting a sample.  b) Conducting a survey.  c) Formulation of a research question.  d) Writing a research report</p>	CO1
Q 5.	<p>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?</p> <p>a) Descriptive survey method  b) Historical method  c) Ex-post facto method  d) Experimental method</p>	CO1
Q 6.	<p>In order to pursue the research, which of the following is priorly required?</p> <p>a) Developing a research design  b) Formulating a research question  c) Deciding about the data analysis procedure  d) Formulating a research hypothesis</p>	CO1
Q 7.	<p>Which one among the following statement is true in the context of the testing of hypotheses?</p> <p>a) It is only the alternative hypotheses that can be tested.  b) It is only the null hypotheses that can be tested.  c) Both the alternative and the null hypotheses can be tested.  d) Both the alternative and the null hypotheses cannot be tested</p>	CO1
Q 8.	<p>What are the conditions in which Type-I error occurs?</p> <p>a) The null hypotheses get accepted even if it is false  b) The null hypotheses get rejected even if it is true  c) Both the null hypotheses as well as alternative hypotheses are rejected  d) None of the above</p>	CO1
Q 9.	<p>What does the longitudinal research approach actually deal with?</p> <p>a) Long-term research  b) Short-term research  c) Horizontal research  d) None of the above</p>	CO1
Q 10.	<p>Which of the following options are the main tasks of research in modern society?</p>	CO1

	<ul style="list-style-type: none"> <li>a) To learn new things</li> <li>b) To keep pace with the advancement in knowledge</li> <li>c) To systematically examine and critically analyze the investigations/sources with the objective</li> <li>d) All of the above</li> </ul>	
<b>SECTION B</b>		
<p><b>1. This section carries 20 Marks</b>  <b>2. Each question will carry 5 marks</b>  <b>3. Instruction: Write short / brief notes. All the questions are compulsory</b></p>		
Q11.	Why probability sampling is generally preferred in comparison to non-probability sampling?	CO2
Q12.	“Report writing is more an art that hinges upon practice and experience”. Discuss.	CO2
Q13.	“The task of defining the research problem often follows a sequential pattern”. Explain.	CO2
Q14.	“A research scholar has to work as a judge and derive the truth and not as a pleader who is only eager to prove his case in favour of his plaintiff.” Discuss the statement pointing out the objectives of research.	CO2
<b>SECTION C</b>		
<p><b>1. This section carries 30 Marks.</b>  <b>2. Each question will carry 10 marks.</b></p>		
Q15.	(a) The following are the number of departmental stores in 15 cities: 23, 35, 22, 27, 24, 32, 42, 34, 30, 21, 33, 34, 40, 29 and 38. If we want to select a sample of 17 stores using cities as clusters and selecting within clusters proportional to size, how many stores from each city should be chosen? (Use a starting point of 5). (10 marks)	CO3
Q16	What is a hypothesis? What characteristics it must possess in order to be a good research hypothesis? Take any example, and explain what the null and alternative hypotheses for a problem are? 10 marks)	CO3
Q17.	<p>“It is never safe to take published statistics at their face value without knowing their meaning and limitations.” Elucidate this statement by enumerating and explaining the various points which you would consider before using any published data. Illustrate your answer by examples wherever possible. (10 marks)</p> <p style="text-align: center;">OR</p> <p>“Experimental method of research is not suitable in management field.” Discuss, what are the problems in the introduction of this research design in business organization? (10 marks)</p>	CO3

## SECTION D

1. This section carries 30 Marks.

2. Each question will carry 15 marks.

Moonlight restaurant was located in a small town of Karnataka. This town is well-known for its educational institutions, both in engineering and medical science. A large population consists of students from all over India. The restaurant owner is a qualified hotel management graduate, and hence believed in running the hotel professionally. This restaurant opened only for dinner and snacks and hence was kept open from 6 p.m. till well past midnight. Prices of items were reasonable and sales revenue grew satisfactorily. The ambiance was good and hence attracted crowds during late evenings. The main concern was that there was news in the air that two or three fashionable restaurants are going to open within one year, close to Moonlight restaurant. This was a definite threat to Moonlight's owner Mr. Bala. He wanted to conduct an opinion survey of his current customers. Mr. Bala got a questionnaire designed, which was to be handed over to customers who visited the hotel. A total of 1,000 questionnaires, over a period of time were distributed to all customers. If a family consisted of 4-5 persons, the head of the family was asked to fill up. An incentive of 5% off from the bill was offered to fill the questionnaire. A record of "how many answered all questions", and "how many filled partially" was kept, along with the total food bill of these 1,000 respondents.

The questionnaire is as follows:

1. How did you come to know about Moonlight restaurant?
  - a. From newspaper advertisement
  - b. Friends and relatives
  - c. From business people
  - d. From TV clippings
  - e. Passing this way and noticed
  - f. From College Faculty
  - g. Other sources
2. How far are you located from here?
  - a. Less than 1 km.
  - b. 1 to 3 km.
  - c. More than 3 km.
3. Before this visit, how many times have you visited this restaurant?
  - a. 1 to 2 times
  - b. 3 to 4 times
  - c. 5 to 7 times
  - d. Never come here before
4. Do you intended to come again after today?
5. Rank the following –

	<p>In Moonlight restaurant, which attribute according to you is the best? Indicate your preference.</p> <ol style="list-style-type: none"> <li>Quality of food</li> <li>Price charged</li> <li>Ambiance</li> <li>Variety of food</li> <li>Service of staff</li> </ol> <p>6. Rank the following – In case you have to select a restaurant in general, which attribute would you prefer (rank the alternatives)</p> <ol style="list-style-type: none"> <li>Quality of food</li> <li>Service of staff</li> <li>Variety of food</li> <li>Ambiance</li> <li>Price charged</li> </ol> <p>7. Sex _____ Male _____ Female</p> <p>8. Age is _____ below 20 _____ 21 – 25 _____ 26 – 30 _____ 31 – 40</p> <p>9. Occupation _____ salaried, _____ Business, _____ Govt Servant</p> <p>10. Your educational level _____ High School, _____ Under graduate, _____ Degree graduate _____ Doctorate _____ Masters Degree</p>	
Q18	Carefully read the questionnaire designed in the case study. Do you find any flaws in the questionnaire design? If yes, explain each one of them in detail. (15 marks)	CO4
Q19	<p>Redesign the questionnaire in order to the address the problem mentioned in the case. (15 marks)</p> <p style="text-align: center;">OR</p> <p>Analyzing the situation in the case, what could be the other possible research methodology to address the issue faced by the restaurant. (15 marks)</p>	CO4