

Dr Richejosh

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6/12/2022

R. No.

National Institute of Technology, Hamirpur (HP)

MBA

Branch: M Tech Dual Degree

Semester: 9th

Course Name: Research Methodology & Intellectual Property Rights Course Code: EC-619

Time: 120 min (December, 2022)

Maximum Marks: 50

Note: Attempt all questions

PART A

(Each Question carry 2 marks)

- Q.1 Discuss various types of Itemized rating scales.
- Q.2 What do you understand by the term "Impact Factor". How is it useful?
- Q.3 Explain the term normality. How do we estimate normality in a data set?
- Q.4 An author's H index is 19 and i10 index is 23 what does it indicate. Explain both H index and i10 index.
- Q.5 State conditions/ assumptions for using Chi square test.

PART B

(Each Question carry 5 marks)

Q.1 "ABC" is one of the leading automobile companies in India, lost market shares to its competitor XYZ in the late 1990's. In order to regain its market share, the company plans to find out the reason for its failure in the market. You are appointed as a researcher to ABC.

1. What type of research design would you prefer? Support your answer with reasons.
2. State the source through which ABC can obtain primary data and which sampling technique should be preferred?

Q.2 Discuss Questionnaire and steps involved in designing a questionnaire. What should be kept in mind while constructing a questionnaire? Design a questionnaire for understanding the perception of customers regarding i phone 14.

Q.3 Discuss various probability sampling techniques how are they useful in research.

Or

What is meant by sampling frame? Discuss qualities and properties of a good sampling frame. Why do we need sampling frame?

Q.4 "Processing of data is important as it makes further analysis of data easier and efficient" in the light of this statement discuss the data preparation process.

Q.5 Discuss layout of a research paper. What are ethical issues associated with paper publication? Why do you need to cite other authors while writing your own paper?

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Q.6 Explain the term hypothesis. How is it different from theory and fact? Discuss categorization of hypothesis and characteristics of testable hypothesis.

Q.7 What is meant by copyright? What can be protected by copyright. Discuss the rights included under copyright, term of copyright and infringement of copyright.

Q.8 Write short notes (Any two)

1. Formulating a research problem
2. Sample size determination
3. Primary Scales of Measurement
4. Personality rights and a case stating the infringement of such rights.