

National Institute of Technology, Hamirpur (HP)

B Tech & M Tech ECE (Dual Degree)

Branch: B Tech & M Tech ECE (Dual Degree)

Semester: 9th

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

Time: 120 min (December, 2020)

Maximum Marks: 50

PART-A

(10 Marks)

Note: All questions are compulsory and each question carry 2 marks

1. Why tabulation is considered essential in a research study?
2. Discuss various types of research.
3. Use APA style for referencing of following research papers:
 - (i) Article titled "Effects of COVID-19 on hotel marketing and management: a perspective" published in International Journal of Contemporary Hospitality in the year 2020 with Vol. 32 No. 8 and pages 2563-2573 by Yangyang Jiang.
 - (ii) Article titled "The Impact of Covid-19 Pandemic on Corporate Social Responsibility and Marketing Philosophy" published in Journal of Business Research in the year 2020 with vol. 116 and pages 176-182 by Hongwei He and Lloyd Harris.
4. Differentiate between Exploratory and conclusive research design.
5. Discuss the role of variables and constructs in formulating a hypotheses citing one example.

PART-B

(40 Marks)

Note: Attempt all questions

Q.1. Bring out the importance of review of literature as a source of research problem.

Q.2 Discuss various types of non- probability sampling techniques. Which sampling technique is appropriate for collecting data concerning perception of consumers for the latest Apple Iphone? Justify.

Q.3 Discuss the importance of Cochran formula for sample size determination in case of finite population. Do you think using a Sample Size of a previous similar study is useful in obtaining good results?

Q.4 Discuss various steps in social research and emphasize on the layout of a research report.

Q.5 Write short notes (Any two)

(2.5x2 Marks)

- a) H Index and i10 Index.
- b) Impact Factor
- c) Plagiarism and ethical issues in research

Q.6 what are intellectual property rights? How artistic works, books and music are protected by IPR? What are the remedies for Copyright Infringement?

Q.7 what is the importance of right of privacy and publicity? Discuss any landmark case in India stating their importance.

Q.8 A public opinion poll surveyed a simple random sample of 1000 voters. Respondents were classified by gender (male or female) and by voting preference (Republican, Democrat, or Independent). Results are shown in the table below.

	Voting preferences			Row total
	Republican	Democratic	Independent	
Male	200	150	50	400
Female	250	300	50	600
Column total	450	450	100	1000

Do the men's voting preferences differ significantly from the women's preferences? Formulate a hypotheses and test at 5% level of significance. (For table value refer to chi square distribution table provided)