

Name:
Enrolment No:



UNIVERSITY WITH A PURPOSE

UNIVERSITY OF PETROLEUM & ENERGY STUDIES

Online End Semester Examination – May, 2021

Course: Research Methodology & Report Writing
Program: BBA AM
Course Code: DSRM 2001

Semester: IV
Time: 03 hrs.
Max. Marks:100

SECTION A

1. Each Question will carry 5 Marks

2. Instruction: Complete the statement/Select the correct answer (s)

Sl.No.	Question	COs
Q1	What is meant by 'Research'?	CO1
Q2	An exploratory research is	CO1
Q3	Explain the importance of Research Question.	CO1
Q4	What is the relevance of literature review?	CO1
Q5	A research framework describes.....	CO1
Q6	What is the importance of survey in market research?	CO2

SECTION B

1. Each question will carry 10 marks

2. Instruction: Write short/brief notes

Q7	Discuss the importance of conducting a systematic research in Digital Marketing.	CO2
Q8	What is "Dependent variable" and "Independent variable". Prepare a research model that depicts at least three such variables to describe a relationship.	CO3
Q9	What do you mean by Data Collection? Describe the various tools for data collection.	CO3
Q10	Explain the significance of research objectives.	CO4
Q11	What is a questionnaire? Explain its relevance and usage with example.	CO4

SECTION C

1. Each Question carries 20 Marks

2. Instruction Write long answer.

Q12	Explain the significance of Market research? In the context of Digital Marketing of a "New Vehicle", narrate the research design. OR	CO5
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	Differentiate between Qualitative and Quantitative methods of research. Give two examples for both types of research and explain in detail.	
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