

Name:
Enrolment No:



UNIVERSITY OF PETROLEUM & ENERGY STUDIES
Online End Semester Examination – May 2021

Program: BBA with specialization in HR, marketing
Subject/Course: Research methodology and report writing
Course Code: DSRM2001

Semester: IV
Max. Marks: 100
Duration: 3 Hours

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: 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 5 Marks
2. Instruction: Multiple choice questions..

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Q 1.	Which of the following is not a characteristic or requirement for the research process? (a) Critical. (b) Radical. (c) Controlled. (d) Empirical	CO1
Q 2.	Which option is least related to a qualitative approach? (a) Unstructured. (b) Open. (c) Numerical. (d) Flexible	CO1
Q 3.	The choice between quantitative, qualitative and mixed methods approach depends on the aims of enquiry and the use of findings. (a) True (b) False	CO1

Q 4.	Which is not an operational step of the eight step model of the research process? (a) Selecting a sample. (b) Conducting a survey. (c) Formulation of a research question. (d) Writing a research report	CO1
Q 5.	At the start of each research project a researcher has to decide on: (a) What research question will be answered. (b) How many participants to include. (c) How many books to order from the library. (d) The journal the report will be published in	CO1
Q 6.	When selecting a sample you should (a) Always include all your friends. (b) Avoid costs. (c) Use less than 10 participants for a quantitative study. (d) Avoid bias	CO1
SECTION B		
1. Each question will carry 10 marks 2. Instruction: Write short / brief notes		
Q7.	Under what circumstances stratified random sampling design is considered appropriate? How would you select such sample? Explain by means of an example.	CO2
Q8.	(a) The following are the number of departmental stores in 10 cities: 35, 27, 24, 32, 42, 30, 34, 40, 29 and 38. If we want to select a sample of 15 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 4).	CO2
Q9.	Are the following nominal, ordinal, interval or ratio data? Explain your answers. (a) Temperatures measured on the Kelvin scale. (b) Military ranks. (c) Social security numbers. (d) Number of passengers on buses from Delhi to Mumbai. (e) Code numbers given to the religion of persons attempting suicide.	CO3
Q10.	Critically examine the following statement: “Interviews introduce more bias than does the use of questionnaire.”	CO3
Q11.	“It is only through interpretation the researcher can expose the relations and processes that underlie his findings”. Explain, giving examples.	CO3

SECTION C

1. This section carries 20 Marks.

2. Instruction: Write long answer.

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| Q12. | a. "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 favor of his plaintiff." Discuss the statement pointing out the objectives of research. (10 marks)

b. "Research design in exploratory studies must be flexible but in descriptive studies, it must minimize bias and maximize reliability." Discuss. (10 marks) |
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CO4