

Name:
Enrolment No:



UNIVERSITY WITH A PURPOSE

UNIVERSITY OF PETROLEUM & ENERGY STUDIES

End Semester Examination (Online) – July, 2020

Program: BBA(FT)
Subject/Course: Research Methodology & Report Writing
Course Code: DSRM 2001

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

IMPORTANT INSTRUCTIONS

1. The student must write his/her name and enrolment no. in the space designated above.
2. The questions have to be answered in this MS Word document.
3. After attempting the questions in this document, the student has to upload this MS Word document on Blackboard.
4. Answer any **five** questions.

		Marks	COs
Q.1	What is your understanding about research? How quantitative research is different from qualitative research? Explain with examples.	20	1
Q.2	Design a questionnaire to develop a better understanding of the junk food consumption habits of students in your region.	20	2
Q.3	What do you mean by data? What is the difference between primary and secondary data? When the researcher will use primary or secondary data in research?	20	2
Q.4	What do you mean by hypothesis? How you will decide null hypothesis? Explain with example.	20	3
Q.5	You are working as a fund manager at XYZ company. The company wants to launch a new financial product in India, therefore the company needs some information about consumer requirements about new financial product. Suggest a suitable research, research design and sampling design in this situation with justification.	20	4

Q.6	<p>The mean weekly sales of soap bars in departmental stores was 146.3 bars per store. After an advertisement campaign the mean weekly sales in 22 stores for a typical week increased to 153.7 and showed a standard deviation of 17.2. Given that tabulated value of t for 21 d.f. at 5% for single tailed test is 1.72. The calculated value of t for 21 d.f. at 5% for single test is 9.03.</p> <p>(i) Frame null and alternative hypothesis in this situation.</p> <p>(ii) Can you infer that advertisement is effective in promoting sales?</p>	20	4
-----	---	----	---

ANSWERS