

(For those admitted in June 2023 and later)

SEM	CATEGORY	COMPONENT	COURSE CODE	COURSE TITLE
III	PART - III	CORE - 8	P23CO308	RESEARCH METHODOLOGY

Maximum: 75 Marks

Course Outcome	Bloom's K-level	Q. No.	<u>SECTION – A (10 X 1 = 10 Marks)</u> Answer <u>ALL</u> Questions.
CO1	K1	1.	What is the primary objective of research? a) To verify assumptions b) To generate new knowledge c) To confirm existing theories d) To increase organizational profits
CO1	K2	2.	What is the first step in the research process? a) Data collection b) Problem formulation c) Literature review d) Research design
CO2	K1	3.	Which of the following is NOT a step in the sampling design process? a) Defining the population b) Conducting a literature review c) Selecting the sampling method d) Determining the sample size
CO2	K2	4.	Which type of sampling method involves dividing the population into strata and sampling from each stratum? a) Simple random sampling b) Stratified sampling c) Systematic sampling d) Cluster sampling
CO3	K1	5.	Which of the following is a commonly used method for collecting primary data? a) Literature review b) Interviews c) Government reports d) Academic journals
CO3	K2	6.	What is the purpose of pre-testing a questionnaire? a) To finalize the sample size b) To evaluate the effectiveness of data analysis c) To correct the questionnaire before its actual use d) To ensure the research findings are published
CO4	K1	7.	Which test is used to determine if there is a significant difference between the means of two independent groups? a) Chi-Square test b) t-Test c) ANOVA d) Wilcoxon Signed-Rank Test
CO4	K2	8.	The Kruskal-Wallis test is a non-parametric alternative to which statistical test? a) One-way ANOVA b) t-Test c) Chi-Square Test d) Paired Test
CO5	K1	9.	Which step of a research report presents the findings and interpretations? a) Introduction b) Analysis and presentation of data c) Bibliography d) Appendix
CO5	K2	10.	Which style of research report is most suitable for policy makers and executives? a) Technical report b) Popular report c) Summary report d) Interim report

Course Outcome	Bloom's K-level	Q. No.	SECTION – B (5 X 5 = 25 Marks) Answer <u>ALL</u> Questions choosing either (a) or (b)
CO1	K2	11a.	Explain the criteria for good research. (OR)
CO1	K2	11b.	Discuss the identification of research gap.
CO2	K2	12a.	Discuss Type I and II Errors in Research. (OR)
CO2	K2	12b.	Describe the steps in sampling design.
CO3	K3	13a.	Construct the types of data collection. (OR)
CO3	K3	13b.	Differentiate between the primary data and secondary data in research.
CO4	K3	14a.	Utilise the Uni-variate analysis in Research. (OR)
CO4	K3	14b.	Explain Bi-variate Analysis in Research.
CO5	K4	15a.	Examine the funding agencies for business research. (OR)
CO5	K4	15b.	Analyse the steps in writing report.

Course Outcome	Bloom's K-level	Q. No	SECTION – C (5 X 8 = 40 Marks) Answer <u>ALL</u> Questions choosing either (a) or (b)
CO1	K4	16a.	Categorise the types of research. (OR)
CO1	K4	16b.	Examine the steps in formulating the research problem.
CO2	K5	17a.	Interpret the methods of sampling. (OR)
CO2	K5	17b.	Evaluate the types of research design.
CO3	K5	18a.	Criticize the advantages and limitations of questionnaire. (OR)
CO3	K5	18b.	Measure the advantages and limitations of interview schedule.
CO4	K5	19a.	Critique in evaluating the SEM in Research. (OR)
CO4	K5	19b.	Evaluate the application of Factor Analysis in analysing the data.
CO5	K6	20a.	Construct the Mechanics of report writing. (OR)
CO5	K6	20b.	Generalise the styles of research report.