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S. No. of Question Paper : 6194

Unique Paper Code : 2923060047

Name of the Paper : Research Methodology

Name of the Course : Bachelor of Management Studies

Semester : VI/IV

Duration : 3 Hours

Maximum Marks : 90

(Write your Roll No. on the top immediately on receipt of this question paper.)

Attempt All questions.

1. Suppose you are part of a research team studying the effectiveness of online learning platforms during the last academic year. Your focus is on college students' experiences regarding accessibility, content quality, teacher engagement and overall satisfaction.

Design a questionnaire consisting of at least 10 questions that would help collect meaningful feedback from students. Use a combination of closed-ended, scale-based and open-ended questions. Add a short introductory note explaining the purpose of the survey and ensuring the confidentiality of responses.

15

P.T.O.

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2. (a) Critically discuss the differences among the *t*-test, *z*-test and ANOVA, focusing on the following aspects : 9

- Purpose and types (e.g., one-sample, two-sample, independent, dependent)
- Situational applicability (when to use each)
- Examples to illustrate their use in real research scenarios

- (b) The literature review is often underestimated in research, yet it forms the intellectual foundation of any study. Discuss the strategic role of literature review in shaping research direction, identifying gaps and avoiding redundancy. 6

3. You are a research manager in a consultancy firm. You are working on a research project to study changing market dynamics for medical care in India. You have identified issues such as the shift from offline to online medical care for senior citizens, the purchase of medicines from online portals, etc. Draft a research proposal to be submitted for funding of your research project. Will you prefer - basic, fundamental or applied research for this project ? Justify your reasoning. 15

4. Sampling is often referred to as the cornerstone of research validity. Critically assess this claim by discussing different sampling techniques and their implications for the credibility of research outcomes. 15

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5. "Measurement scales play a crucial role in determining how data can be analyzed and interpreted in research." Discuss the four primary scales of measurement used in research viz., nominal, ordinal, interval and ratio. For each scale, provide appropriate examples and explain how selecting the right scale enhances the accuracy and relevance of the research findings. 15
6. Write short notes on any *three* the following : 3×5=15
- (a) Advantages and disadvantages of Secondary Data in research
 - (b) Comparative Vs. Non-comparative scaling techniques
 - (c) Null and Alternative Hypothesis
 - (d) Intellectual Property Right—Types and Relevance in Research Methodology.

UNIVERSITY OF DELHI

CORRIGENDUM

Sl. No. of Q.P	:	6194
Unique Paper Code	:	2923060047/2923070015
Name of the Paper	:	Research Methodology
Course	:	Bachelor of Management Studies
Exam	:	02/06/2025 Morning
SEMESTER/YEAR	:	VI/IV
DURATION	:	3 Hour
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Announcement for candidates

Upc be read as **2923060047/2923070015** instead of 2923060047



Joint Registrar (Secrecy)