

Serial No. of Question paper: 9888
Unique Paper Code: - 2923060047

Name of the Course: Bachelor of Management Studies

Name of the Paper: Research methodology

Semester: VI

Duration: 3 hours

Max Marks: 90

Instructions:

Attempt **ALL** questions

SET A

Q.1. A university administration has recently observed a decline in student attendance across multiple departments, especially in theory-based classes. Despite various interventions like adjusting class schedules, installing biometric attendance systems, and sending reminder emails attendance rates have continued to fall over the past two semesters. Concerned about the long-term academic performance and engagement of students, the administration seeks to understand the underlying causes of this trend. They are interested in knowing whether this issue is linked to teaching methods, course content, digital distractions, students' mental health, or other external factors such as part-time work.

In the above situation formulate a research problem and state the objectives of the study that can be undertaken. Explain dependent and independent variables that you will consider in this case? Explain. (15)

Q. 2. Discuss the ethical issues in research that are influencing research quality. How can these issues be resolved for better research? It is said that researchers must conduct comprehensive exploratory research and develop clearly stated objectives that do not leave any scope for unethical intervention. Comment. (15)

Q. 3. A New Delhi-based bank is planning to introduce insurance services in Mumbai. They have hired you as a researcher to do a survey to understand the market in Mumbai. How will you design a questionnaire meant to measure the attitude towards banks and insurance services? Discuss by effectively using the steps in questionnaire design. How can questionnaires assist in survey research? (15)

Q. 4. Describe the primary scales of measurement that we can use in research? Also explain examples where each scale can be applied for better results? (15)

Q. 5. Discuss the fundamentals of systematic review and meta-analysis. What role literature review play in research? (15)

Q. 6. Write short notes on any three the following: (3*5 = 15)

- a. Descriptive Statistics for Research
- b. Probability Vs Non-Probability sampling
- c. Research Hypothesis
- d. Likert Scale and its uses