

7. Your normality test fails for the satisfaction score. Choose suitable non-parametric alternatives for (a) two-group comparison and (b) k-group comparison. Explain test logic, hypotheses, decision criteria, and how you'll report median & effect size for managerial interpretation.
8. Convert findings from Q6-Q7 into a managerial action plan for the Admin Head: a one-page action register (owner, KPI, cost, timeline), a change-management outline (training/communications), and a post-implementation evaluation design (what to re-measure, when, and target improvements).

[This question paper contains 4 printed pages.]

**Your Roll No.....**

**Sr. No. of Question Paper : 9563 K**

Unique Paper Code : 6133340037

Name of the Paper : BUSINESS RESEARCH  
METHODOLOGY (DSE-  
7.2)

Name of the Course : **B.A. (VS) MODERN  
OFFICE MANAGEMENT**

Semester : VII

Duration : 3 Hours Maximum Marks : 90

**Instructions for Candidates**

1. Write your Roll No. on the top immediately on receipt of this question paper.
2. Attempt any **five** questions.
3. **All** questions carry equal marks.

1. Your organization wants to reduce internal email overload. Draft a literature review map (3 themes: communication overload, digital wellbeing, workflow design). Identify a research gap relevant to Office Management and convert it into a clear research question and objectives.
2. Design a field experiment to test whether a templated email policy reduces average response time. Define IV/DV, a manipulation check, and two confounders to control. Explain internal vs external validity trade-offs and your strategy to improve each.
3. You must measure employee perceived "clarity of instructions" in office circulars. Propose a multi-item construct (4-5 items), choose a Likert scale (with anchors), describe scale purification (EFA/CFA at a high level), and how you'll demonstrate convergent and discriminant validity.

4. For diagnosing printer downtime and document routing delays, propose a sequential mixed-methods design: brief qual interviews/observations → survey. Provide sampling for each phase, interview guide themes, and how qualitative findings will inform survey items.
5. List four relevant secondary data sources inside an office (ticketing logs, IT helpdesk SLAs, access-control timestamps, procurement lead times) and two external sources (benchmarks, standards). Show how you'll triangulate primary+secondary data to strengthen conclusions.
6. Given a dataset on meeting efficiency (participants, duration, agenda presence Y/N, action items count, satisfaction score 1-7), specify an analysis plan: descriptive stats & viz, correlation matrix, multiple regression (DV: satisfaction), assumption checks (linearity, multicollinearity, normality, homoscedasticity). Mention how you'd implement this in Excel/SPSS/R.