

1Name:
Enrolment No:



UNIVERSITY WITH A PURPOSE

UNIVERSITY OF PETROLEUM & ENERGY STUDIES

End Semester Examination (Online) – July, 2020

Program: BBA(AM/LM/DM/FAS)

Subject/Course: Research Methodology and report writing

Course Code: DSRM2001

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.*

Question no 3,4,5 are based on case study .

Marks

COs

Q.1

The connection between Indian slants and interest in gold has been settled since days of yore. Notwithstanding, late speculation overviews have indicated that the yellow metal has lost some gloss and the more youthful speculator is taking a gander at other money related instruments. A huge banking and venture aggregate might want to evaluate whether monetary assessments are distinctive in old and youthful financial specialists. What is the example of interest in the most recent decade and whether there are any movements identified with the worldwide subprime emergency? The Bank CMD is of the firm assessment that speculation isn't generally a reasonable and very much pondered choice, and there could be numerous elements affecting this.

As a venture advocate and expert, the association ought to know about this and reasonably incorporate this with its monetary items and administrations to support the speculation better and furthermore lead to expanded benefits for the organization.

In the light of this situation:

- a) Write a management research question for the above situation.
- b) How would you conduct research for that? Write the research objective.
- c) Write all the variables you would consider to solve this search problem.
- d) Suggest some research hypotheses that should be considered to solve the research problem.

20

CO1

Q.2	<p>Kirorimal is a small jeweller from Jodhpur with limited resources. He is into the business of designing and selling traditional Rajasthani jewelery. He believes that having an exquisite and a mystically arranged display on the Palace on Wheels will suitably boost his sales. He also feels that foreigners rather than Indians would be influenced more. It is the month of September 2009 and by the end of the year, he wants to decide whether to go in for the display or not.</p> <p>What is the recommended research design? Justify your selection. What would be the variables, hypotheses and the population under study?</p>	20	CO2
	<p style="text-align: center;"><u>Work life balance</u></p> <p>Work life balance is an important matter of consideration in the professional world, both for men and women. However, it is felt that the concept has a special significance from the perspective of women professionals. A number of research studies have examined the role of women in management by evaluating the work done on equality, differences and stereotyping. Most studies point toward gender discrimination and role stress. It has been suggested that in examining the relationship between work and personal life, gender is a significant moderating variable. It is found that even though women’s participation in the workforce is widely accepted, majority of the caring responsibilities of the family lie with the fairer sex. Though this phenomenon has global relevance, the application of this is more significant for a developing country like India.</p> <p>As a country surges towards development and enlightenment, the social structure becomes more open and progressive in providing equal opportunities to all members of the society. In India, this development has resulted in better opportunities for Indian women in terms of education and employment opportunities. With exposure to the Western world and a desire for better quality of life, educated women are entering the industrial, professional and academic sectors. Thus, statistics show a large number of dual-career families. However, the similarity with the western world stops here, as the work-family dilemmas faced by the Indian women are starkly different from that of her Western counterpart. More often than not, this results in lowered career aspirations for women professionals as compared to men. Else, the women relies on extended familial support or hired domestic help to manage and balance the work –personal pressures. There are also indications of individual concessions that the women sometimes get at an informal level from empathetic supervisors, but this is exceptional and not a norm. Organizations are becoming more sensitive to the needs of women professionals and make systematic policy changes to assist them in maintaining the balance</p>		

between their professional and personal goals. However, a lot more needs to be done to cognize Indian corporate houses of the need for gender empathetic policies required for half the professional workforce of the country.

Thus, it was decided to undertake a study to try and comprehend not only the pressures faced by professional women in contemporary India, but also the pressure on organizations to attract and retain women in the workforce. The changing socio-cultural balances in India and the increase in the number of working women make the issue more relevant for the study.

Work-life balance needs to be studied from two perspectives. One would need to focus on work-related factors and their impact on family life, while the second perspective could focus on family focused factors and their effect on the work life. It was perceived that this study would provide insights for the integration of these two perspective in investigating both the work and family pressures and their influence in the performance of working women.

Two distinct segments of working women were considered for the study- school teachers and BPO employees. The reason for choosing these were that working women in these two sectors have altogether different demands, which require different approaches to maintain a healthy work and personal life.

In India, Just like in other countries around the world, teachers are required to have specialized education and professional certification. They are supposed to cope with the changing curriculum and growth in knowledge. The situation with respect to the demand for teachers is not uniform across different states in India. With population growing apace and the performance in terms of children's participation in schooling far from satisfactory, the demand is expected to grow even further.

At present there are 2515 primary schools, 635 middle schools and 1712 secondary and senior secondary schools in Delhi (Economic Survey of Delhi 2005-06).

The number of school teachers in primary and pre-primary is as follows (Economic Survey of Delhi 2005-06): total(93,100), primary/pre-primary (24,744), middle (9,210), sec./sr sec (59,146).

Business process outsourcing, or BPO, is the contracting of specific business tasks to a third party service provider. It is usually a cost-saving measure. The rapid expansion in the scope of BPO has been accompanied by an equally rapid adoption across a range of vertical industries. The Indian ITES-BPO segment has witnessed a steady growth and is expected to grow exponentially.

Nearly fifty per cent of BPO workers are women. The participation of women in the BPO workforce is seen as a critical enabling factor for the continuing growth of the industry. A BPO worker's job is characterized by shift duties, which can extend to up to twelve hours a day and the shift can change at short notice. The problem is more

	<p>for women working in night shift and the long, irregular hours take a toll on the mental and physical health of the employees.</p> <p>Schoolteachers have an early start and early end to the workday whereas it is diametrically opposite for BPO workers. The teacher's job is a day job like that of a banker or chartered accountant, whereas the BPO worker's job is similar to that of nurses, airline staff and hotel employees. Thus, by selecting two different respondent populations we hoped to cover the entire stretch of professions that Indian women are likely to pursue.</p>		
Q.3	What kind of research is being advocated in the above case? Give reasons for your classification	20	CO3
Q.4	What is the decision maker's problem in this case? Also specify objectives of the research.	20	CO4
Q.5	Can an exploratory research design be advocated in the above situation? If yes then explain all the aspect of research design and if no then explain the other research design with merit.	20	CO1

ANSWERS