

Name:  
Enrolment No:



UNIVERSITY WITH A PURPOSE

**UNIVERSITY OF PETROLEUM & ENERGY STUDIES**

**End Semester Examination (Online) – July, 2020**

**Program: B.Com (Hons/BMI/TAX)**  
**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.

	<b>Question no. 3,4,5 are based on case study.</b>	<b>Marks</b>	<b>COs</b>
Q.1	<p>Kirorimal is a small jeweller from Jodhpur with limited resources. He is into the business of designing and selling traditional Rajasthani jewellery. 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	CO1
Q.2	<p>Suggest a appropriate sampling method with reasoning for each of the following:</p> <p>a) The population of interest is in the alphabetical order. Starting with the 8<sup>th</sup> name, every 9<sup>th</sup> member thereafter was selected as a member of the sample. The sample, therefore, consisted of numbers 8,17,26,35 and so on.</p> <p>b) A large precinct was subdivided into 25 smaller areas. Then five of these areas were selected at random, and residents in these five areas were interviewed.</p> <p>c) Executives were subdivided into six groups- including banking executives, industrial executives, and insurance executives. Random samples were taken from each of these groups and the sample results were weighed according to the number in the group relative to the total.</p>	20	CO2

### Case Study

Mr. Mohan Mehta has a chain of cafés in numerous urban communities of northern India and was keen on differentiating his business. His lone child, Kamal, never needed to be in the friendliness line. To settle Kamal into a line, which would intrigue him, Mr. Mehta chose to wander into a piece of clothing producing. He gave this plan to his child, who preferred it without question. Kamal had just done a course in style planning and needed to accomplish something other than what's expected for the purchasers of this industry. A thought struck him that he should configuration pieces of clothing for individuals who are exceptionally cumbersome however need lean care for wearing readymade articles of clothing. The primary thing that struck a chord was to have a gauge of individuals who wore enormous measured shirts (42 size or more) and huge estimated pants (38 size or more).

A gathering was called of specialists from the piece of clothing industry and various style fashioners to talk about how they ought to continue. A typical worry for a considerable lot of them was to know the size of such a market. Another issue that was annoying them was the means by which to move toward the respondents. It was accepted that getting some information about the size of their shirt or pant may put them off and there may not be any advantageous reaction. A recommendation that surfaced was that they should utilize a few onlookers at doors of different shopping centers and their activity is to take a gander at individuals who strolled into the shopping centers and see whether the concerned individual was wearing a major measured shirt or pant. This would be a superior method of moving toward the respondents. This method would assist them with estimating in an extremely straightforward manner the extent of individuals who wore large measured articles of clothing.

Q.3	a) Who would be the identified population to be studied here? b) What sampling technique would you recommend and why?	20	CO3
Q.4	Would it be possible to conduct a descriptive research study here? If yes write research design otherwise explain the reason.	20	CO4
Q.5	Identify all the elements of the research problem also explain variable under study.	20	CO3

## ANSWERS