

Name:
Enrolment No:



UNIVERSITY OF PETROLEUM & ENERGY STUDIES
End Semester Examination – December, 2021

Program: BBA Logistics Management
Subject/Course: Research Methodology & Report Writing
Course Code: DSRM 2001

Semester: III
Max. Marks: 100
Duration: 3 Hours

Section A

1. Each question carries 2 marks.
2. Instructions- Select the correct answers.

S No	Question	CO
Q1	Hypothesis testing is different from confidence interval in their construction. A) True B) False	CO1
Q2	Which of the following is never accepted. A) Research hypothesis B) Alternate hypothesis C) Null hypothesis D) All of above	CO1
Q3	We can always generalize a population with random sample. A) True B) False	CO1
Q4	Unstructured data are replicable. A) False B) True	CO1
Q5	Which of the following is used to compare one group to another? A) Range B) Percentage C) Change score D) Cross tab	CO1
Q6	The purpose of axial coding is to flesh out and link to sub categories. A. True B. False	CO1
Q7	Which of the following is the use of distributed cognition. A) Models the mediating role of artifacts	CO1

	<p>B) Focuses on information propagation & transformation</p> <p>C) Models the moderating role of artifacts</p> <p>D) Focuses on information propagation & validation</p>	
Q8	<p>UML is an example of</p> <p>A) Summarizing data</p> <p>B) Graphical representation</p> <p>C) Rigorous notations</p> <p>D) Scenario analysis</p>	CO1
Q9	<p>Innocent and declare guilty is an example of Type II error</p> <p>A) True</p> <p>B) False</p>	CO1
Q10	<p>The False negative is type I error.</p> <p>A) True</p> <p>B) False</p>	CO1
Section B		
<p>1. Each question carries 5 marks.</p> <p>2. Instructions: Write short answers.</p>		
Q1	Explain the data analysis process.	CO2
Q2	There are a number of issues that researchers should be cognizant of with respect to data analysis. List at least five such issues.	CO2
Q3	Differentiate nominal, ordinal and numerical scales.	CO2
Q4	What are the theoretical framework for qualitative analysis? Give relevant examples.	CO2
Section C		
<p>1. Each question carries 10 marks. Attempt three questions.</p> <p>2. Show all the steps in calculating the required values until four decimal places.</p>		
Q1	Certain myths are associated with the analysis of quantitative or qualitative data. Mention the associated myths and give rationale why those myths do not add value to researchers' understanding.	CO4
Q2	Demonstrate the process for identifying variables, displaying, and synthesizing qualitative data.	CO3
Q3	<p>Descriptive/summary statistics on a data explain a significant part of data. Discuss the relevance of any seven components used in analysis of descriptive statistics.</p> <p style="text-align: center;">OR</p> <p>Normal distribution is one critical assumption of several models used in testing the data. Discuss bell shape distribution and explain key parameters specified in bell share distribution.</p>	CO3
Section D		
<p>1. Each question carries 15 marks.</p> <p>Show all the steps in calculating the required values until four decimal places.</p>		
Q1	Do you agree that control group and experiment group help to understand cause and effect relationship? Name the technique that use control group and experiment group to solve business	CO4

	<p>problems, and give one detailed example of application of that technique in solving a solve problem.</p> <p style="text-align: center;">OR</p> <p>Suppose government wants to introduce a new scheme to increase level of literacy in rural India and is planning to conduct experiment to test the proposed interventions. Propose one intervention to be applied to treatment group so that the stated policy is effective. And how can the government measure the impact of intervention.</p>	
Q2	<p>Do you agree that correlation is not causation? Give relevant examples and differentiate between application of correlation and regression analysis in solving business problems.</p>	CO4