

Roll No.



**PRESIDENCY  
UNIVERSITY**  
BENGALURU

**Department of Research & Development**  
**Mid - Term Examinations - SEPTEMBER 2024**

<b>Odd Semester:</b> Ph.D. Course Work	<b>Date:</b> 28 /09/2024
<b>Course Code:</b> RES 803	<b>Time:</b> 10:00am – 11:30am
<b>Course Name:</b> Research Methodology and Publication Ethics	<b>Max Marks:</b> 50
<b>Department:</b> SOC & SOM	<b>Weightage:</b> 25%

**Instructions:**

(i) Read all questions carefully and answer accordingly.

(ii) Do not write anything on the question paper other than roll number.

**Part A**

<b>Answer ALL the Questions. Each question carries 5 marks.</b>		<b>4Qx5M=20M</b>
<b>1</b>	Which type of research approach that you would adopt for your research - Inductive or deductive. Walk through the procedure that you would follow to your approach.	<b>5 Marks</b>
<b>2</b>	Discuss the difference between Management decision problem and market research problem with relevant examples.	<b>5 Marks</b>
<b>3</b>	What is P value in hypothesis. Discuss its role in hypothesis testing with respect to single tail and two tail tests. Explain with an example related to your study.	<b>5 Marks</b>
<b>4</b>	A person who is not having dengue has been wrongly diagnosed as dengue positive where as another person who is having dengue, the testing equipment did not diagnose that he is having dengue. Identify and discuss the type of error that it belongs to?	<b>5 Marks</b>

**Part B**

<b>Answer ALL Questions. Each question carries 15 marks.</b>		<b>2QX15M=30M</b>
<b>5</b>	<p>Given below is the abstract of an article. Provide suitable title for this research work and list down its research problem, research Objectives along with research questions:</p> <p>The research aims to measure and analyse the interrelationship between Trust, Communication and Commitment and its effect on Channel Work relationship and Channel Performance between manufacturer and Distributor by studying a sample of 90 Indian pump distributors. Many authors have contributed</p>	<b>15 Marks</b>

	<p>their research work by studying these three crucial variables-Trust, Communication and Commitment; however their research work has focused mainly on studying the relationship between any of the two variables, without measuring the effect of their output at Work. The current research work that has been carried out to study all the three variables in a single study and its effect on the Work relationship and Performance with respect to Indian Context. We have specifically considered Indian pump Industry's Industrial Segment as it is mainly driven by channel sales where work relationship between manufacturer and Distributor plays a critical role. Being a target-oriented industry, Commitment level of both Manufacturer and distributor decides the success or failure of a firm. Our study indicate that Trust and Communication significantly influence the commitment level of both the distributor and Manufacturer and this commitment has positive effect on the work relationship between both the channel partners, ultimately resulting in better financial performance of the channel. Hence in the triadic relationship, Trust and Communication proceeds commitment. Therefore, Senior Management of both the channel partners has to create an environment of trust and facilitate effective two-way communication with an objective to attain higher level of Commitment so that they can have healthier work relationship and better financial performance.</p>	
<p><b>6</b></p>	<p>Quit Smoking (QS) company is planning to launch e-cigarette in India so that chain smokers can switch to e- cigarette as a healthy alternative. Medically, e-cigarette is safer than tobacco cigarettes but there is no evidence that whether it can stop smoking through tobacco cigarettes which is more injurious to health compared to e-cigarette. To know the pulse of the smokers they have decided to conduct the focus group discussion. Choose any specific type of focus group that you would use, its characteristics and procedure to conduct the same using flow chart.</p>	<p><b>15 Marks</b></p>