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 **PRESIDENCY UNIVERSITY**

  **Bengaluru**

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| **Ph. D Course Work End Term Examinations – JAN-FEB 2025** |
| **Date:** 05 – 02- 2025 **Time:** 09:30 am – 12:30 pm |

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| **School:** SOC & SOM | **Program:** Ph. D |
| **Course Code:** RES803 | **Course Name:** Research Methodology and Publication Ethics For Commerce and Management |
| **Semester**:  | **Max Marks**: 100 | **Weightage**: 50% |

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| **CO - Levels** | **CO1** | **CO2** | **CO3** | **CO4** | **CO5** |
| **Marks** | **10** | **20** | **10** | **20** | **10** |

**Instructions:**

1. *Read all questions carefully and answer accordingly.*
2. *Do not write anything on the question paper other than roll number.*

**Part A**

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| --- |
| **Answer ALL the Questions. Each question carries 10 marks. 6Q x 10M=60Marks** |
| **1** | What is Projective technique? What are its types? Discuss with relevant examples. | **10 Marks** | **Remembering** | **CO1** |
| **2** | Illustrate the difference between Likert scale and semantic difference scale with relevant example. | **10 Marks** | **Understanding** | **CO3** |
| **3** | Compare Fabrication, Falsification, and Plagiarism (FFP) with examples. | **10 Marks** | **Analyzing** | **CO4** |
| **4** | Explain H Index. What are its limitations. What is the H index for a researcher who has published papers with citations [8, 10, 2, 4, 3, 6, 1].  | **10 Marks** | **Understanding** | **CO4** |
| **5** | A study involves regression analysis to determine whether affective commitment of employees influences turnover intention. The output of the study is given below:

|  |  |  |  |
| --- | --- | --- | --- |
| Model | Unstandardized Coefficients | T | Sig. |
| B | Std. Error |
| Constant | 4.728 | 0.317 | 14.920 | 0.000 |
| Affective Commitment | -0.425 | 0.108 | -3.929 | 0.000 |

Develop the estimated linear regression equation and provide interpretation for the same  | **10 Marks** | **Applying** | **CO5** |
| **6** | Demonstrate the difference between Management decision Problem and Market research Problem with relevant examples.  | **10 Marks** | **Understanding** | **CO1** |

**Part B**

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| --- |
| **Answer the Questions. Each question carries 20 marks 2Q x 20 = 40 Marks** |
| **7.** |  | Big Bazar has recently opened their hyper market in the IT hub of Pune-Hinjewadi. The place is thickly populated with growing tech savvy Middle Class and upper middle class people and they consider D-Mart as their close competitor who pose the biggest challenge to them. They are also strategically planning, what should be the USP (Unique Selling Proposition) of Big bazaar so that they can attract the Loyal Customers of D-Mart. In this scenario the management has decided to take external help from the market research firm who can convert this Management problem to a Research problem. Briefly discuss the management problem, Research problem and the research questions that they need to have to approach this problem.  | **20 Marks** | **Analyzing** | **CO2** |
|  |
| **8.** |  | Construct a sample questionnaire/data preferably related to your area of research that you may use for data collection as a part of your research and classify each questions/data under different levels of measurement scale? And mention the arithmetic test that you would perform for the levels of measurement scale.  | **20 Marks** | **Applying** | **CO3** |

**\*\*\*\*\* BEST WISHES \*\*\*\*\***