

INDIAN MARITIME UNIVERSITY
(A CENTRAL UNIVERSITY, GOVERNMENT OF INDIA)

M.B.A. (INTERNATIONAL TRANSPORTATION AND LOGISTICS/
PORT AND SHIPPING MANAGEMENT)
DEC '14/ JAN'15 END SEMESTER EXAMINATIONS
III SEMESTER EXAMINATION

RESEARCH METHODOLOGY (CODE: T 1303)

Time: 3 Hrs:
Date: 27-12-2014

MAX MARKS : 75
Pass Marks : 38

Section –A

(1 x 10= 10 Marks)

Answer all in a line or two

1. Which of the following terms best describes data that were originally collected at an earlier time by a different person for a different purpose?
a) Primary data b) Secondary data c) Experimental data d) Field data
2. A graph that uses vertical bars to represent data is called _____
a) Line graph b) Bar graph c) Scatter plot d) Vertical graph
3. Logical interlinking of these facts to arrive at a conclusion or a solution is called
a) Theory b) Essay c) Message d) Research
4. When past data is collected and analyzed to yield results, it is this approach to research:
a) Empirical approach b) Case study approach
c) Historical approach d) Descriptive approach
5. The total number of units that are to be researched on is referred to as
a) Sample b) Research design c) Population d) Questionnaire

6. A numerical scale where a set of probable answers are arranged and respondent asked to select one and points are allotted is called
 - a) Itemized rating scale
 - b) Ranking scale
 - c) Graphic scale
 - d) None of above

7. A multidimensional scaling technique measures
 - a) Number of preferences
 - b) depth of preferences
 - c) Both direction and intensity
 - d) direction of preferences

8. In a questionnaire which of the following is most significant
 - a) The last few questions
 - b) personal questions
 - c) The first few questions
 - d) all of the above

9. The process of assigning numerals or symbols to responses is called
 - a) Editing
 - b) Tabulation
 - c) Coding
 - d) Testing

10. A simultaneous analysis involving more than two variable is known as _____
 - a) Bivariate analysis
 - b) Multi-variate analysis
 - c) Factor analysis
 - d) Determinant analysis

PART – B

(5 X 5=25 marks)

Answer any FIVE questions without exceeding 200 words. All questions carry equal marks

11. Illuminate the significance of a Research Plan
12. Discuss the meaning and the functions of a pilot study.
13. Enumerate the characteristics of purposive sampling design
14. Describe the features of a questionnaire.
15. Is coding necessary? Explain.

16. Analyze the merits and shortcomings of non-probability sampling.
17. Identify the technique of a research presentation using audiovisuals.

SECTION – C

(4 X10 = 40 Marks)

Answer question no.18 (compulsory) and any 3(three) from the rest

18. Draft a Questionnaire for conducting a survey on
 - (i) Container terminal operations in Ports
 - (ii) Improving documentation procedure in shipping.
19. Write a note on 'Ethics in Business Research'
20. Bring out the significance of Research Design in a study.
21. Discuss the merits and demerits of primary and secondary sources of data.
22. Describe the Tenets of writing Research summary and conclusion.
23. Distinguish between parametric and non-parametric tests. Also narrate the uses of t-test and F- test.
