

K. J. Somaiya Institute of Technology, Sion, Mumbai-22
(Autonomous College Affiliated to University of Mumbai)

May-June 2025
Program: B. Tech Scheme: II
Regular Examination: LY Semester: VIII
Course Code: ELC8046 and Course Name: Research Methodology
Date of Exam: 26.05.2025
Duration: 02.5 Hours
Max. Marks: 60

Instructions:

- (1) All questions are compulsory.
- (2) Draw neat diagrams wherever applicable.
- (3) Assume suitable data, if necessary.

Q. No.	Question	Max. Marks	CO	BT level
Q 1	Solve any two questions out of three: (05 marks each)	10		
a)	Explain how descriptive research differs from analytical research with examples.		CO1	U
b)	Define the following terms with one example each: construct, postulate, and proposition		CO1	R
c)	Compare qualitative and quantitative research methods in terms of data collection and interpretation.		CO1	U
Q 2	Solve any two questions out of three: (05 marks each)	10		
a)	Explain why relevance and personal interest are important when choosing a research problem.		CO3, CO4	U
b)	Explain why ethical considerations are essential in research involving human participants.		CO4	U
c)	Explain the key components of a good research report based on conclusions drawn?		CO4	U
Q.3	Solve any two questions out of three. (10 marks each)	20		
a)	Demonstrate how research methodology and research methods differ by applying them to a real-world research problem.		CO1, CO2	Ap
b)	Illustrate the steps involved in preparing a sampling design using a study on customer satisfaction in retail stores.		CO1, CO2	Ap
c)	Illustrate the application of business research in improving organizational performance with examples.		CO1	Ap

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Q.4	Solve any two questions out of three. (10 marks each)	20		
a)	Describe various steps in research process to effectively carry out research with the help of a diagram.		CO3	U
b)	Discuss the role of a literature review in shaping the direction of a research study.		CO3	U
c)	Explain the importance of formulating a clear research problem and how it affects the entire research process.		CO3	U
