



MANIPAL INSTITUTE OF TECHNOLOGY
MANIPAL
(A constituent unit of MAHE, Manipal)

FIRST SEMESTER MTECH. DEGREE (COMMON TO ALL)

END SEMESTER EXAMINATION – FEBRUARY 2022

SUBJECT: RESEARCH METHODOLOGY AND TECHNICAL COMMUNICATION
(HUM - 5151)

TIME: 85 min (10 min to enter your details, scan and upload, 75 min to answer)

Date: 16/02/2022

MAX. MARKS: 20

PART B

Answer All the Questions:

- Q1A)** Discuss with the help of suitable example all the four key levels of measurement scale in research. **(04)**
- Q1B)** Briefly explain the contents of a technical paper. **(03)**
- Q1C)** Swiggy Ltd. one of the key players in food delivery services requires a researcher to conduct a survey on the payment modes made by their customers in and around Udupi. Through the study they have found that their customer base is 38975 with a gender ratio (Male : Female) of 3:2. Justify the type of sampling technique would you prefer to adopt to get a more realistic answer if the sample size calculated is 300? **(03)**
- Q2)** Select an innovative hypothetical research problem of your choice and answer the following:
- (A)** Identify the problem and write problem statement. **(03)**
- (B)** Frame the research questions and define the objectives of the research. **(04)**
- (C)** Develop a conceptual model and frame the hypotheses. **(03)**
