**Research Methodology**

**September 2022 Examination**

**Q1. The Indian Army wants to ascertain why young students do not select the armed forces as a career option in their graduation.**

**a) How would you formulate a research problem to resolve the objective?**

**b) How would be the variables under study?**

**c) How would you generate descriptive and relational hypotheses for your study? (10 Marks)**

**ANS 1.**

**Introduction**

The Indian navy has started an extensive recruitment campaign to recruit the younger generation into the armed offerings. Although great TV ads consisting of 'turn out to be a military soldier: become a victor for existence,' the navy offerings tend to bear an extreme commander shortage. The Indian army is affected by a few extreme personnel shortages. With rising unemployment, it becomes unable to recruit and retain extra expertise. In today's contemporary experience and information, millennials demand no longer only extra pay but additionally the ability to journey

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**Q2. You are the HRD manager with ABB (India). ABB has recently taken over a major unit in Kolkata you are sent on a posting there and are given the task of introducing a new operation scheme that your parent organization feels will improve efficiency. But you perceive during your stay that there is an underlying dissatisfaction amongst the employees and it is essential to gauge their views and opinion about the takeover and their expectations before introducing the scheme.**

**What is the recommended research design? Justify your selection. What would be the variables, hypotheses, and the population under study? (10 Marks)**

**ANS 2.**

**Introduction**

Job satisfaction is some of the topics widely mentioned in management, which was first studied in the 1920s. Job satisfaction is a subjective concept that occurs on every occasion people's expectations from their employment align with what they might possess. Employees agreed that a job that only serves their non-public goals is insufficient. It is supposed to have a favorable effect on the attitudes and measure the idea needed to guarantee work performance. A high-

**Q3A. Suppose Jet Airways wants to ascertain the image it has in the minds of its patrons. Construct a seven-item and semantic differential scale to measure the perceived image of the airlines. Make sure that the seven under each format correspond to the same seven dimensions. (5 Marks)**

**ANS 3A.**

**Introduction**

A semantic differential scale is a questionnaire or inquiry reliability coefficient in which consumers score an object, business, trademark, or any 'aspect' using a multi-point scoring desire. These survey respondents are technically contradictory descriptors on every side. Various measures like satisfied-

**Q3B. Find a technical and business report from your library or on the internet and examine the contents of the reports against what has been discussed in the chapter. What deviations did you find from the stated structure? What do you think could have been the reason for this? (5 Marks)**

**ANS 3B.**

**Introduction**

In academia, studies are a typically accepted shape. And although the particular component varies depending on the subject, the overall form is more or less similar throughout all professions. The topic of your business document must determine the substance of your studies.