

PG201::RESEARCH METHODOLOGY & INTELLECTUAL PROPERTY RIGHTS (IPR)

Subject Code :	22 PG 201	I A Marks	30
No. of Lecture Hours / Week	05	End Exam Marks	70
Total Number of Lecture Hours	75	Total Marks	100
Practical Component	01 Hour/Week	Exam Hours	03

Course Outcomes: By the end of the course, students will be able:

- CO-1 To understand basic concepts of research and formulate research problems and process.
- CO-2 To understand research and sampling design.
- CO-3 To understand how to analyse and interpretation of the data.
- CO-4 To provide expert knowledge about to write a research report and thesis.
- CO-5 To demonstrate knowledge and understanding of IPR Filing and Rights

Course Content**UNIT I**

Foundations of Research: Meaning of Research – Definitions of Research – Motivation in Research – General Characteristics of Research – Criteria of Good Research – Types of Research – Research Process – Research Methods vs. Methodology – Defining and Formulating the Research Problem – Review of Literature – Importance of Literature Review in Identifying Research Gaps – Development of Working Hypothesis

UNIT II**Research Design, Sampling Concepts, and Data Collection Methods:**

Meaning, Significance and Characteristics of Good Research Design – Types of Research Design: Exploratory- Descriptive- Experimental – Sampling Theory: Types of Sampling and Errors in Sampling – Data Collection: Types of Data – Sources of Data- Methods of Data Collection.

UNIT III

Measurement & Scaling Techniques, Hypothesis Formulation and Testing: Basic measurement scales – Reliability & Validity – Definition and Types of Hypothesis – Hypothesis Formulation and Testing Procedure – Analysis of Variance (ANOVA) One way and two way classifications.

UNIT IV

Research Report Writing and Presentation: Report Writing: Significance of Report Writing, Different Steps in Writing Report, Layout of the Research Report, Types of Reports, Oral Presentation, Mechanics of Writing a Research Report, Precautions for Writing Research Reports – Research Ethics, Conflict of Interest and Plagiarism.

UNIT V

Intellectual Property Rights (IPR): Definition, Nature and Features of Intellectual Property Rights (IPR); Types of Intellectual Property

Rights – Patents, Copy Rights, Trade Marks, Industrial Designs, Geographical Indications, Trade Secrets; Importance of Intellectual Assets – Challenges of securing Intellectual Assets, Procedure for Grant of Patents – Rights of a Patentee – Types of Infringement - Enforcement of IPR – Intellectual Property Laws in India - Role of World Intellectual Property Organization (WIPO).

PRACTICAL COMPONENTS:

- Students should identify different research problems with examples and describe the characteristics of researchable problems in their academic area/society/community/organization concerned.
- Students are to form in groups (a group consists of 4-6 students) and conduct critical literature survey with regard to the identified research problems and prepare a brief literature review coupled with research gaps and working hypothesis.
- Students are required to identify and develop good research design to address the defined research problems.
- Students are expected to write the research design on Exploratory and Descriptive Research.
- Students are required to develop practical experience in writing a research proposal by conducting thorough critical review of any three research proposals (examples).
- Students are expected to develop templates for technical report writing.
- Students should conduct a team-based mini-research project, which is a unified and practical case on a topic of their choice, with approximately 4-6 students per group.
- Students are expected to identify types of plagiarism in academic research, and how to avoid plagiarism in research.

REFERENCE BOOKS:

1. Garg, B.L., Karadia, R., Agarwal, F. and Agarwal, U.K., 2002, An introduction to Research Methodology, RBSA Publishers.
2. Cohen, L. Lawrence, M., & Morrison, K. (2005), Research Methods in Education (5th edition). Oxford: Oxford University Press.
3. Kothari, C.R., 1990, Research Methodology: Methods and Techniques, New Age International.
4. Dornyei, Z. (2007). Research Methods in Applied Linguistics. Oxford: Oxford University Press.
5. Anthony, M., Graziano, A.M. and Raulin, M.L., 2009, Research Methods: A Process of Inquiry, Allyn and Bacon.

6. Fink, A., 2009, Conducting Research Literature Reviews: From the Internet to Paper. Sage Publications.

Important Websites:

- www.ipindia.nic.in-Intellectual Property Office, India
- www.patentoffice.nic.in-Patent office, India
- <http://copyright.gov.in/>-Copyright Office, India
- ipr.icegate.gov.in-Automated Recordation & Targeting for IPR Protection
- <http://www.icegate.gov.in>-E-Commerce portal of Central Board of Excise and Customs
- www.ipab.tn.nic.in- Intellectual Property Appellate Board, India

**MODEL QUESTION PAPER
M.B.A. (REGULAR) DEGREE EXAMINATION
Second Semester**

22 G201::RESEARCH METHODOLOGY & INTELLECTUAL PROPERTY RIGHTS (IPR)

(2022-2023 Regulation Onwards)

Duration: 3 hours

Maximum Marks: 70

SECTION- A

Answer the Following Questions

(5X4 = 20 Marks)

1. (a) Importance of Research
(OR)
(b) Criteria for Good Research
2. (a) Primary Vs Secondary data
(OR)
(b) Simple random Sampling
3. (a) Procedure for Testing of Hypothesis
(OR)
(b) Measurement of Scales
4. (a) Layout of Research report
(OR)
(b) Research Ethics
5. (a) Definition and Nature of IPR

(OR)

(b) Enforcement of IPR

SECTION- B

Answer All Questions.

(5X10 = 50 Marks)

6. (a) What is Research? Explain the research process in details.

(OR)

(b) Explain different types of research.

7. (a) What is Research Design? Distinguish between diagnostic and Exploratory Research designs.

(OR)

(b) Explain Principal steps in a Sample Survey?

8. (a) Explain the procedure for analysis of variance (ANOVA) two-way classification

(OR)

(b) Set up an analysis of variance table for the following per acre production data for three varieties of wheat, each grown on 4 plots and state if the variety differences are significant.

Plot of Land	Per acre production data		
	Variety of Wheat		
	A	B	C
1	6	5	5
2	7	5	4
3	3	3	3
4	8	7	4

9. (a) Explain the significance of research report and narrate the various steps involved in writing such a report.

(OR)

(b) Explain various types of research reports used in business research?

10. (a) Explain the importance of Intellectual Assets.

(OR)

(B) Explain the procedure for grants of Patents.
