

Total No. of Questions : 5]

SEAT No. :

**P3857**

**[5265]-1004**

[Total No. of Pages : 4

**M.B.A.**

**104:BUSINESS RESEARCH METHODS  
(2016 Pattern) (Semester-I)**

*Time : 2¼ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

- 1) *All questions are compulsory.*
- 2) *Each question has an internal option.*
- 3) *Each question carries 10 marks.*
- 4) *Figures to the right indicate marks for that question / sub question.*
- 5) *Support your answer with suitable live examples.*
- 6) *Your answer should be specific and to the point.*
- 7) *Draw neat diagrams & illustrations supportive to your answer.*
- 8) *Use of simple calculator permitted.*
- 9) *No graph paper will be supplied.*

**Q1) a)** You are the marketing manager for a shampoo brand in the market. You wish to conduct a research to find out what is current perception of consumers about your brand vis-à-vis other brands (competitor). You also want to know the most important factors buyers consider while buying a brand of shampoo.

You are asked to do research on this. Prepare research proposal for the same. **[10]**

OR

b) What is Business intelligence ? Explain in detail significance of Business Intelligence in today's competitive business world. **[10]**

**Q2) a) i)** An automobile manufacturer observes the demand for its brand is decreasing. Manufacturer knows that demand for its product is linked with per capita income, interest rate & other macro economic factors. Further, buyer purchase behavior can be linked with age, gender, education etc. as well as competitor's advertising product or dealer discounts etc. Suppose manufacturer hired you as a research consultant to solve his marketing problem.

Suggest two tentative hypotheses so as to check the same with research data later on. **[5]**

**P.T.O.**

- ii) “Vijay Auto” one of the leading automobile company in India, lost market share to its competitor. In order to regain its market share, the company plans to find out the reason for its failure in the market. You are appointed as researcher.

Questions.

- 1) What type of research design would you prefer ? Support your answer with reasons.
- 2) State the sources through which Vijay Auto primary data.

[5]

OR

- b) Differentiate between exploratory, descriptive & experimental research design. [10]

- Q3) a)** What is Secondary data ? Explain various five sources of secondary data. Also explain advantages of secondary data in today’s business. [10]

OR

- b) A consumer durable company is planning to launch a new type washing machine. The company would like to have information about how consumers select a brand of washing machine.

Prepare a sample questionnaire to collect relevant data from consumers. [10]

- Q4) a)** Identify with a brief reasoning each of sampling methods.

- i) The population of interest is in the alphabetically order. Starting with 7<sup>th</sup> name, every 10<sup>th</sup> member thereafter was selected as a member of the sample. The sample, therefore, consisted of numbers 7, 17, 27, 37 and so on.
- ii) A large zone was divided into 20 smaller areas. Then, four of these areas were selected at random, and residents in these four areas were interviewed.
- iii) Executives were divided into four groups. Random samples were taken from each of these groups.
- iv) Exit interview of customer at Mall.

[10]

OR

b) Define the following with example.

- i) Sampling frame
- ii) Census
- iii) Sampling error
- iv) Non - sampling error
- v) Sampling unit

[10]

**Q5) a) i)** The following table gives the number of good & defective items produced by each of the three shifts in a factory:

Shift	Good	Defective
Day	900	130
Evening	700	170
Night	400	200

Test the hypothesis whether there is any association between the shift & the quality of the parts produced ? Use a 0.05 level of significance.

Given that Calculated chi - square = 101.86

Tabulated chi - square = 5.991 [5]

ii) In a study of job satisfaction, a series of tests was administered to 50 subjects. The following data were obtained; higher scores represent greater satisfaction.

87, 76, 67, 58, 92, 59, 41, 50, 90, 75, 80, 81, 70,  
73, 69, 61, 88, 46, 85, 97, 50, 47, 81, 87, 75, 60,  
65, 92, 77, 71, 70, 74, 53, 43, 61, 89, 84, 83, 70,  
46, 84, 76, 78, 64, 69, 76, 78, 67, 74, 64.

Construct a stem and leaf display and interpret. [5]

OR

- b) Interpret the following findings of the study.
- i) Average shirt size of Indian male is 40
  - ii) Correlation coefficient between Indian consumer's income & expenditure is 0.73
  - iii) Median salary of IT employee in India is Rs. 6,00,000 per annum.
  - iv) Regression equation is  $Y = 2 + 3X$   
 where Y : Customer satisfaction  
 X : Quality of product
  - v) Consider data related to customer satisfaction.

Category of Customer	No.of Customers
Highly satisfied	200
Satisfied	75
Unsatisfied	50
Highly unsatisfied	25

[10]

