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[5659]-5004

First Year Master in Business Administration (M.B.A.)
104 : BUSINESS RESEARCH METHODS
(2019 Pattern) (Semester - I)

Time : 2½ Hours]   *[Max. Marks : 50*

Instructions to the candidates:

   1)   *Assume suitable data if necessary.*

   2)   *Draw neat labeled diagrams wherever necessary.*

   3)   *Figures to the right indicate full marks.*

   4)   *All questions are compulsory.*

   5)   *Graph paper will not be provided.*

Q1) Solve any five.   **[10]**

   a)   Define research. State two applications of research in business organisations.   **[2]**

   b)   List the types of research design.   **[2]**

   c)   Define measurement. List the problems in measurement.   **[2]**

   d)   State the advantages of sampling over census.   **[2]**

   e)   List the hierarchy of questions in business research.   **[2]**

   f)   Describe the concept of moderating and extraneous variables.   **[2]**

   g)   Describe paired comparison scale with suitable example.   **[2]**

   h)   State the concept of probability sampling and non probability sampling.**[2]**

Q2) Solve any two.   **[10]**

   a)   Discuss the concept, sources, merits and demerits of secondary data.**[5]**

   b)   Differentiate between correlation and causation.   **[5]**

   c)   Discuss cluster sampling and systematic sampling with example.   **[5]**

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Q3) Solve any one. **[10]**

   a)   Railway passengers have been facing various problems during travel. You have been assigned the task of finding their problems and expectations from Indian Railways. Design a suitable questionnaire to be used in this study. **[10]**

   b)   Sridhar from Bengaluru, had developed an electric car - VERVE. It is fully automatic, no clutch, no gears, two – door hatch back, comfortable seating for four persons with a small turning radius of just 3.5 meters. It runs on batteries and as compared to other electric vehicles, has an on-board charger to facilitate easy charging which can be carried out by plugging into any 15 amp socket at home or work. A full battery charge takes less than seven hours and gives a range of 80 km. A full charge consumes just about 9 units of electricity. Somehow the product did not take off the way he expected. He is contemplating about repositioning and promoting the car. As he stood looking at the car, he knew that there were few questions to which he must find answers before he undertook the repositioning and promotion exercise. What should be the target market? What are the expectations of customers? Is the customer satisfied with the product? Is the customer facing any problems regarding product? What should be the positioning strategy? Was a new brand name or punch line required? Is the price of the product fair? How should the promotions be undertaken? Should he consider a celebrity for promotion? Shridhar has approached your research agency to conduct research. Select and develop appropriate research design. Justify your answer. **[10]**

Q4) Solve any one. **[10]**

   a)   A milk producer wishes to test whether the preference pattern of consumers for its products is dependent on income levels. A random sample of 500 consumers gives the following data. **[10]**

<p align="center">Product Preferred</p>

<p align="center">Income</p>

<p align="center">Product A</p>

<p align="center">Product B</p>

<p align="center">Product C</p>

Low

170

30

80

Medium

50

25

60

High

20

10

55

Given that Table/Critical value of Chi-Square at 5% level of significance is 14.860 and Calculated value of Chi-Square is 51.036. Formulate null and alternate hypothesis. Interpret whether the preference patterns are independent of income levels? Justify your answer.

b) Prepare a research proposal on the topic - 'Perception of viewers towards streaming media i.e. Prime Video, Netflix etc.' **[10]**

Q5) Solve any one. **[10]**

a) Develop suitable sample design for the following situations. Justify your answer. **[10]**

i) A company has 1000 employees working in four categories. It is interested to conduct survey of its employees to determine their level of satisfaction regarding HR policies.

ii) To study work-life balance of working women in your city.

b) Draw histogram to represent the following data and find mode graphically. **[10]**

Salary (in Rs. '00)	10-20	20-30	30-40	40-50	50-60	60-70	70-80
No.of workers	42	38	120	84	48	36	31

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