62212

Reg. No.

II Semester M.B.A. Degree Examination, December - 2022

MANAGEMENT

Business Research Methods

(CBCS Scheme 2019-20)

Paper : 2.2

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Time : 3 Hours **Maximum Marks : 70**

SECTION - A

Answer any **FIVE** of the following questions. Each question carries **5** marks. **(5×5=25)**

1. How would you define business research? What are the major components of good research study?
2. What is Descriptive analysis? Illustrate.
3. Distinguish between pure research and applied research.
4. What is Deductive Logic and Inductive Logic in Research? Give examples.
5. What are various types of Hypothesis? Explain.
6. What is Primary scales of measurement (Nominal, Ordinal, Interval, Ratio) give suitable examples and also suggest what statistical technique can be used for each type of scale?
7. What is purpose of Literature Review? Explain its steps.

SECTION - B

Answer any **THREE** of the following questions. Each question carries **10** marks. **(3×10=30)**

8. Define Research design. Explain the various phases in research designing.
9. What should be the ideal structure of a research report? What are the elements of structure defined by you?
10. Write short notes on:
    i) Inferential Analysis.
    ii) Probability Sampling Technique.

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11. You are employed by the product manager of Trai Foods Ltd. who wants to know the difference in promotional strategies between the company's frozen vegetables and those marketed by Mother Dairy. The customers of the frozen vegetables are mostly working women.

Identify your variables and objectives and develop a Questionnaire to understand the perception of consumers regarding the same.

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SECTION- C (Case Study)

(Compulsory)

(1×15=15)

12. Over the last decade, recycling of household waste has become an extremely important behaviour across the nations. However, in Asian countries this fluctuates from one country to the other. China is the leader amongst waste management while India, an equally large country, still has a long way to go. Though these are essentially policy driven or community driven initiatives, there are a number of attitudinal and motivational barriers to recycling, acting at an individual level. Punita Nagarajan, a business studies graduate with a keen interest in environmental issues, read about this in a special report in the newspaper. She recognized a potential business opportunity. It seemed obvious to her that there was scope for a potentially lucrative business related to some aspect of household recycling. All she had to do was work out some way of alleviating the inconvenience people associated with recycling. Punita decided that a door-to-door recycling service may be a profitable way to get people to recycle. She believed that households would be willing to pay a small fee to have their waste collected on a weekly basis, from outside their home. Punita discussed this idea with a few friends, who were very receptive, reinforcing Punita's views that this was indeed a good business opportunity. However, before she developed a detailed business plan, she decided it was necessary to confirm her thoughts and suspicions regarding the consumer's views about recycling. In particular, she needed to check that her ideas, about convenience and recycling, were on the right track. To do this, she decided to conduct some research into attitudes towards household recycling.

Questions:-

1. What is the kind of research design you would advocate here?
2. Identify your variables and the population under study, and Frame objectives.
3 Can you suggest any alternative design? Why/why not?