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Reg. No. | | | | | | | | |

II Semester M.B.A (Day & Evening) Degree Examination, December - 2024
MANAGEMENT
Business Research Methods
(CBCS Scheme 2019 Onwards)
Paper : 2.2

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

SECTION - A

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

1. What is of more value to the corporate world-basic or applied research? Justify you reasoning.
2. Distinguish between cluster Sampling and Stratified sampling
3. Distinguish between cross-sectional and longitudinal designs. In what situations would you recommend the usage of one over the other?
4. Hypotheses are the guiding force in any research study. Justify and explain.
5. What is Exploratory Research design? Explain.
6. Briefly explain all the steps of research process.
7. Briefly explain Type I and Type II errors in hypothesis testing.

SECTION - B

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

8. Indicate the type of measurement scale you would use for each of the following characteristics. Why did you choose the scale you did? Develop the appropriate question for each characteristic and the scale chosen.
   a) Gender
   b) Educational Qualification
   c) Brand loyalty

[P.T.O.

d) Sales revenue

e) Perception towards supermarket

f) Ranking of TV brands

9. Write short notes on Data coding and data Tabulation with suitable examples.

10. What should be the ideal structure of a research report? Explain the elements of the structure defined by you.Also explain the guidelines for effective report writing.

11. The diet drink manufacturer in the study finds that young women are more health conscious and are looking at low calorie options . Thus, any communication or advertisement for the product has to emphasize the health aspect. The purchase probability is also influenced by their education level and the nature of their profession. Other factors such as available brands , celebrity endorsement and dieticians' recommendations also have an impact on them .

a) Identify your research problem and hypotheses.

b) Identify and classify the variables under study.

SECTION - C

12. **Compulsory (Case Study)** (1×15=15)

Yaseer Ahmed retired as a chef from a 5-star hotel in Delhi and returned to his hometown Ramveerpur (population: 5 lakh) in Uttar Pradesh (UP). However, he found it difficult to settle back into the community. He realized that he needed a vocation to keep him occupied, otherwise, he might go into depression. He was still clueless about what to do, when his friend Samar Dewan visited him and asked him why he looked so morose. Yaseer explained his dilemma and asked his friend for advice, as Samar understood Ramveerpur and its residents better. Samar pondered over the problem, and suggested that considering

Yaseer's expertise in exotic cuisine, he should think about setting up a restaurant serving non-vegetarian food. The enterprise would be perfect, as Ramveerpur hardly had any restaurant serving good non-vegetarian cuisine. Yaseer liked the idea very much and thought the business would be lucrative and interesting. But before putting the idea into practice, he felt that it was important to have a rough estimate of the non-vegetarian population who went out for meals in a restaurant at least once in a typical week. Samar recalled a hotel industry report, according to which Ramveerpur's population comprised 15 percent Muslims, 20 percent Sikhs, 10 percent Jains, and 55 percent Hindus. It was known that generally, Muslims were non-vegetarian, whereas 95 percent of the Sikhs were non-vegetarian . The Jain population was totally vegetarian, whereas 20 percent of the Hindu population was non-vegetarian. Further, the result of a report on hotel industry had indicated

that more than 2 percent of the population of the town ate out at least once a week. The data definitely indicated a sound and profitable business opportunity. However, Yaseer felt that before setting up a restaurant serving non-vegetarian food, a quick survey should be conducted. He wanted to carry out a survey of the households to understand their preferences for various cuisines. All the households were assigned a serial number. He decided to survey 1000 households. His plan was to contact every 100th household in a particular locality and ask for their eating preferences.

a) What type of sampling design is being used in this case? Critically examine it and explain whether it could lead to any sampling frame error.

b) Suggest an alternative sampling design. Also indicate how the process must be carried out to execute your suggested design.

c) Suggest the possible sample size that should be taken out from each community and why.