



PG-609

II Semester M.B.A. (Day) (CBCS) Examination, July - 2019

MANAGEMENT

12264

2.2 : Management Research Methods

Time : 3 Hours

Max. Marks : 70

SECTION - A

Answer **any five** questions from the following, each question carries **5** marks. **5x5=25**

1. Define business research. Write the criteria of good research.
2. What is hypothesis ? Define type I error and type II error in hypothesis testing.
3. Develop a questionnaire to analyse the customer preference of an automobile. Five questions will suffice.
4. What is univariate and bivariate analysis of data ? Give example.
5. Differentiate between cluster sampling and stratified sampling with examples.
6. Explain the steps in hypothesis testing.
7. Briefly explain the format of Research Report.

SECTION - B

Answer **any three** questions from the following, each question carries **10** marks.

3x10=30

8. Explain about different types of research.
9. Explain about various scaling methods.
10. What is research design ? How are they classified ? Explain with examples.
11. Explain different types of sampling methods.

**SECTION - C****12. Compulsory Case Study :****1x15=15****Gupta Garment Company**

Mr. Mohan Gupta has a chain of restaurants in many cities of northern India and he is interested in diversifying his business. His only daughter, Komal, never wanted to be in the hospitality line. To settle Komal into a line which would interest her, Mr. Mehta decided to venture into garment manufacturing. He gave this idea to his daughter, who liked it very much. Komal has already done a course in fashion designing and wants to do something different for the consumers of this industry. An idea struck her that she should design garments for people who are very bulky but want a lean look after wearing readymade garments. The first thing that came to her mind was to have an estimate of people who wore large sized shirts (40 size and above) and large sized trousers (38 size and above).

A meeting was called of experts from the garment industry and a number of fashion designers to discuss on how they should proceed. A common concern for many of them was to know the size of such a market. Another issue that was bothering them was how to approach the respondents. It was believed that asking people about the size of their shirt or trouser may put them off and there may not be any worthwhile response. A suggestion that came up was that they should employ some observers at entrances of various malls and their job would be to look at people who walked into the malls and see whether the concerned person was wearing a big sized shirt or trouser. This would be a better way of approaching the respondents. This procedure would help them to estimate in a very simple way the proportion of people who wore big sized garments.

Discussion Questions :

- (a) Name the sampling design that is being used in the study.
- (b) What are the limitations of the design so chosen ?
- (c) Can you suggest a better design ?
- (d) What method of data collection is being employed ?

Q.P. Code : 61312

Second Semester (DAY) M.B.A. Degree Examination, July 2019

(CBCS – 2014 Scheme)

Management

Paper 2.2 – MANAGEMENT RESEARCH METHODS

Time : 3 Hours]

[Max. Marks : 70

SECTION – A

Answer any **FIVE** of the following questions. Each question carries **5** marks :

(5 × 5 = 25)

1. Discuss the Research Applications in Business Decisions.
2. Define research and state the research problem to launch a new product.
3. Briefly describe the contents of a research report.
4. Define Sampling frame, Sampling unit and Sampling element with suitable example.
5. Distinguish between Type I and Type II Error.
6. Identify the type of scale being used in each of the following questions :
 - (a) How old are you?
 - (b) You would recommend aerated drinks to others (i) Strongly disagree (ii) Disagree (iii) Neither disagree nor agree (iv) Agree (v) Strongly agree.
 - (c) Rank the following brands in order of your preference (i) Dove (ii) Lux (iii) Lifebuoy (iv) Pears.
 - (d) Please give your family income : Less than 25,000; 25,000-50,000; 50,000 and above.
 - (e) Gender : (i) Male (ii) Female.
7. Distinguish between Deductive and Inductive logic.

SECTION – B

Answer any **THREE** of the following questions. Each question carries **10** marks :

(3 × 10 = 30)

8. How are Research designs classified? What are the distinguishinh features of each? Differentiate by giving appropriate examples.
9. Prestige consulting services offer personalized investment advice to customers. Management is concerned with how its customer rate the service and the personnel at the consultancy and they would like to know about the customer's impression of Prestige. Design a mail questionnaire to obtain the desired information.
10. Write short notes on :
 - (a) Cronbach's alpha
 - (b) Parametric test
11. Discuss the process of data preparation data coding. Prepare a hypothetical code book for the variables chosen by you.

SECTION – C

12. Cast Study : NASCAR : Changing the Redneck Image :

(1 × 15 = 15)

The Situation

The sound of engines roaring _____ the voices of screaming fans _____ the beating of hearts pumping _____ the excitement of NASCAR! The National Association of Stock Car Auto Racing (NASCAR) is a company unlike any other. Although it generates excitement in fans all across the nation, NASCAR has been stereotyped as only appealing to Southerners with lower incomes who work in laborer-type jobs, Brian France, CEO of NASCAR, wanted to increase its audience and chance its stereotyped image.

NASCAR conducted exploratory research to identify ways to penetrate the non-race market, reach younger fans, and build its brand image across the nation. Extensive focus groups revealed that

1. NASCAR had a rural sports image.
2. This image was not necessarily negative, and
3. Companies that supported sports were viewed positively.

Questions :

- (a) Do you think the research design adopted by NASCAR was appropriate? Why or why not?
- (b) What research designs would you recommend?
- (c) Discuss the role of the type of research design you recommend in enabling Brian France to change the image of NASCAR?